FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS

RESEARCH REPORT 41

FISH AND WILDLIFE SERVICE

UNITED STATES DEPARTMENT OF THE INTERIOR

ABSTRACT

This report is an analysis of a nationwide survey in October 1951 of household consumers' preferences for fresh and frozen fishery products. The survey was conducted under the auspices of the United States Fish and Wildlife Service to aid the Nation's fishing industry, which is composed largely of small firms and individuals that find it difficult to make adequate contacts with consumers.

Of the 2,473 persons interviewed in the survey, 94.4 percent indicated that their households had used some kind of fishery product in the 12-month period preceding the interview, and but 5.6 percent had used none. Detailed information on the specific likes and dislikes relative to the various fishery products also was obtained.

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FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS

This report is an analysis of a nationwide survey, in October 1951, of household consumers' preferences for fresh and frozen fish and shellfish. The survey was conducted under the auspices of the United States Fish and Wildlife Service to aid the Nation's fishing industry, which is composed predominantly of small firms that find it difficult to make adequate contacts with consumers. The fieldwork was under the direction of the firm of Alfred Politz Research, Inc.

The 2,473 persons interviewed in this survey were asked about the use of fishery products in their households. The replies indicated that 2,335 of the households, or 94.4 percent, had used some kind of fishery product in the 12 months preceding the interview, and 138, or 5.6 percent, had used none. Many of the households that had not used fish or shellfish at all were 1- or 2-person households. The large percentage of the American population that reported consumption of fishery products during the year preceding the study is of considerable interest.

The 2,335 persons who indicated that their households used fish and shellfish were questioned in detail, particularly concerning the consumption of frozen fishery products. The questionnaire (in pocket inside the back cover) stressed the use of frozen fish and shellfish because of the pressing need for market expansion of these products and a developing trend in that direction. Despite the fact that frozen fish and shellfish are being marketed in increasing quantities, such factors as heavy imports, oversupply in the domestic market, and misjudgment of consumer demand have created marketing problems. A greater knowledge of the consumption pattern offers a solution, in part, to these problems and also benefits the consumer. Variations in the demand of the American public for a specific fishery product poses a marketing problem, and producers, processors, and distributors must know consumer wants to minimize misjudgment of demand and to maintain orderly marketing conditions.

A review of the marketing of food products in the United States in the past two decades reveals a constant change and improvement in fishery products. Much of this improvement has arisen from the demands of consumers for fishery products in more sanitary wrappings and in a more advanced stage

of preparation requiring less work in the home, and for improvement in basic characteristics, as taste and nutritive value.

The 2,473 questionnaires were analyzed in four ways: First, a summary of the replies for the United States as a whole was made; second, for four geographic regions, Northeastern, North central, South, and West; third, for the various income groups; and fourth, for farm groups, communities of less than 2,500 population, and cities of 2,500, or more. In those instances where replies to the questions had to be hand tabulated, it was not feasible to prepare the summaries except in the first two categories—for the United States as a whole and for the regions.

Preliminary reports of these summaries have been published as fishery leaflets 407, 408, 409, and 410, of the Fish and Wildlife Service, United States Department of the Interior, so as to make the information assembled in the survey available to the fishing industry at the earliest possible date. This report combines all data previously published, together with more detailed information on survey methods, nature of the sample, and instructions to the interviewers. It makes the combined information available for wider distribution to libraries, scientific organizations, and the fishing industry and allied businesses.

Acknowledgment is made of the advice and guidance given the authors by Dr. R. A. Kahn, who also assisted in the preparation of text for this publication.

SURVEY METHODS

The persons questioned—for the most part housewives—were selected by accepted area-sampling methods to represent the entire population of the Country. A stratified random sample was used in the analyses. Stratification of the sample was conditioned by criteria available from previous censuses and surveys: population by metropolitan areas, nonmetropolitan counties, and geographic regions; density of population; percent of persons engaged in agriculture; percent of homes with mechanical refrigeration; and percent of women in the labor force. A reproduction of the questionnaire used in the survey is in the pocket on the back cover, and detailed information regarding the sampling and interviewing is supplied on pp. 105–115.

The established two standard errors, widely used in measuring accuracy of the results in this type of survey, indicate that the range of error for estimates made from the sample used in this analysis was within relatively narrow limits of probability. Table 1 shows the approximate range of error for estimates based on the national sample of 2,473 persons interviewed.

Table 1 may be applied to the data shown in the "all" columns in the summaries beginning on page 16. It shows, for example, that the chances are 19 in 20 that a re-

ported figure of 80 percent, which is based on the total interviews, will be within ±3.4 percent of the true value (the value which would be obtained by taking a complete census of the population). If this 80 percent is derived not from the entire sample, but from some group constituting only one-half of the sample, the tolerance or accuracy, would be 3.9 percent; and if from 10 percent of the sample, 5.1 percent.

For all other columns in each summary that give data for the regions, respective income groups, and type and size of community, a slightly higher range of error will apply than is shown in table 1 for the national sample. For all practical purposes, the error limits are relatively small, except in a few of the summaries which have footnotes indicating that care must be exercised in interpreting the data. These summaries are included only to indicate trends or general tendencies with respect to the problems that gave rise to the questions with which these particular summaries are concerned.

The characteristics of the sample obtained in this survey are given on pp. 103–104. Some of these characteristics can be compared with available census or survey data previously referred to, and they check with such data. Other characteristics, however, are not comparable, since they differ in concept from previous surveys.

Tabulations of the replies to the questionnaire are given in the Summaries of the Replies, pages 16 to 102. The summaries for each question analyzed are given in percentages of the number interviewed or number of answers, as listed at the bottom of each tabulation. The percentage in each column is based only on the figure given at the bottom of the column, and therefore can be summed and checked only by the individual column.

Because of their nature, some of the questions were asked only of part of the 2,473 persons interviewed, and the summaries were prepared accordingly. In most instances, the number of respondents asked a particular question is given at the end of the summary or in footnotes to the summary. Sum-

Table 1.—Sampling tolerances

[At the 19 in 20 probability level]

Based on—	Percentage of error if tabulated percentage is—				
	10 or 90	20 or 80	30 or 70	40 or 60	50
Whole national sample	2.5	3.4	3.8	4.1	4.2
50 percent of national sample	2.9	3.9	4.5	4.8	5.0
10 percent of national sample	4.0	5.1	6.0	6.3	6.5

maries for some questions had to be made on the basis of the number of answers given rather than number of persons interviewed, since some respondents gave more than one answer in reply to a question. For the majority of the summaries that are based on the number of persons interviewed, each percentage in a particular summary may be applied to the total number of households in the United States, or to the subgroups of the national population as indicated, and may be considered an estimate of the reaction of that group or population, subject to the range of error previously discussed. When answers to the questions are desired on a unit basis rather than percentage, simply apply the percentages to the figure given for number interviewed or number of answers at the end of each summary.

MAJOR FINDINGS

For the purposes of this report, preferences of household consumers in the United States for fish and shellfish were analyzed on the bases of region, family income, and type and size of community. Subject to the range of error indicated in table 1, estimates were made of the percentage of households that used the various types of fishery products during the period 1 year preceding October 1951 (tables 2, 3, and 4). The percentages are based on the total number of respondents for the group shown at the bottom of each table. The four regions are shown in figure 1.

Other findings with respect to specific questions in the questionnaire are given in detail in the following sections, which correspond to the principal divisions of the questionnaire form.

Table 2.—Percentage distribution of households in the United States that used specified fishery products, by regions

Used—	North-east	North central	South	West	All regions
SHELLFISH:					
Frozen	19. 4	22. 7	14. 3	23. 6	19. 4
Fresh	35. 5	18. 4	24. 7	27. 6	26. 2
Canned	29. 8	17. 2	10. 8	29. 8	20. 4
FISH:					
Frozen	51. 8	62. 2	42. 9	51. 9	52. 2
Fresh	76. 4	62. 7	71. 0	71. 1	70. 0
Canned	79. 4	79. 9	71. 5	83. 2	77. 7
Cured	29. 1	21. 0	9. 9	23. 3	20. 3
Number in group	685	732	734	322	2, 473

Table 3.—Percentage distribution of households in the United States that used specified fishery products, by family-income groups

Used—	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
SHELLFISH:							
Frozen	7. 7	19. 7	20. 5	24. 2	39. 3	17. 3	19. 4
Fresh	12. 9	23. 3	30. 0	32. 1	43. 4	25. 2	26. 2
Canned	9. 1	19. 5	22. 6	25. 6	37. 2	18. 8	20. 4
FISH:							
Frozen	41. 3	51. 3	56. 6	57. 6	60. 2	51. 4	52. 2
Fresh	67. 0	72. 0	73. 2	75. 5	75. 0	66. 5	70. 0
Canned	76. 3	78. 5	82. 1	83. 3	82. 2	73. 8	77. 7
Cured	14. 3	23. 5	22. 6	26. 9	28. 6	16. 4	20. 3
Number in group	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

Table 4.—Percentage distribution of households in the United States that used specified fishery products, by type and size of community

Used—	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
SHELLFISH:							
Frozen	11. 2	21. 9	19. 4	13. 4	24. 2	22. 9	21. 7
Fresh	14. 3	29. 8	26. 2	16. 8	28. 9	34. 2	33. 7
Canned	10. 3	23. 4	20. 4	13. 0	25. 2	29. 8	20. 7
FISH:							
Frozen	53. 7	51. 8	52. 2	54. 8	60. 6	49. 3	39. 9
Fresh	63. 0	72. 1	70. 0	61. 1	67. 6	82. 3	79. 5
Canned	77. 1	78. 0	77. 7	76. 4	80. 2	79. 8	75. 4
Cured	14. 7	21. 9	20. 3	14. 1	19. 0	23. 7	30. 2
Number in group	571	1, 902	2, 473	931	620	406	516

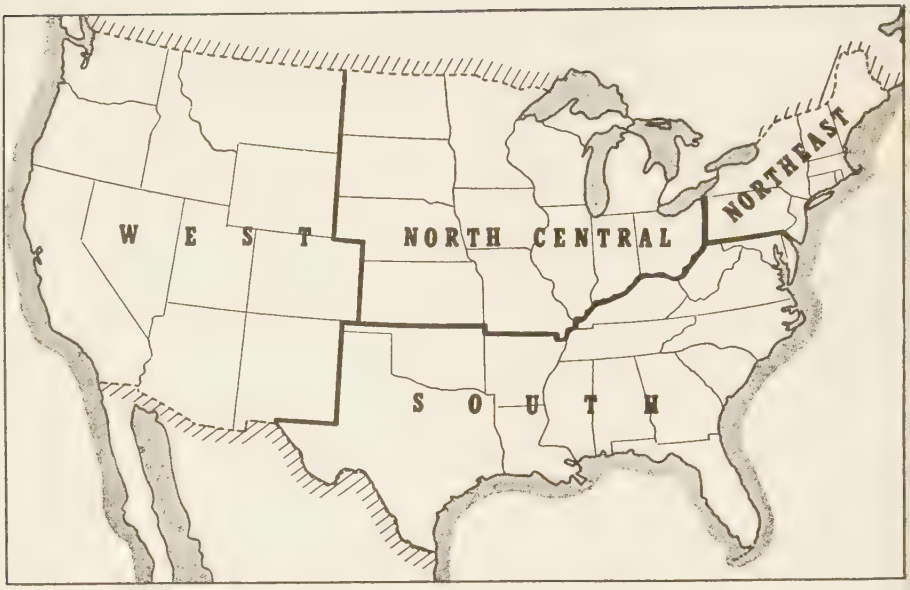

Figure 1.—Four regions, as used in survey.

USE OF FISHERY PRODUCTS

FROZEN SHELLFISH

Frozen shellfish is not served with relatively great frequency in the United States. Only 8.2 percent of all respondents had served it during the past week, and another 30.8 percent had served it during the month immediately preceding the interview. Families with the highest income and those in the large cities are somewhat above the national average in use of frozen shellfish.

Answers to the question, "Have you served frozen shellfish during the past year?" were for the most part "No." The noes, on a percentage basis, were distributed about evenly over all regions of the United States.

The survey indicated that frozen shellfish is used largely by households in the higher-income groups. For example, a far greater percentage of families in the income group of $5,000 and over than in the income group of $4,000 to $4,999 serves frozen shellfish. As the income scale goes down, the percentage of households in a group that serves frozen shellfish becomes correspondingly less. It is evident that frozen shellfish is used by relatively fewer households in farming areas and in the smaller communities (of less than 2,500 inhabitants). It is of interest that in cities of 500,000, or more, inhabitants the percentage of families serving frozen shellfish is less than in medium-sized cities, although it is greater in the big cities than in communities of up to 2,500 inhabitants.

In the seasonal consumption of frozen shellfish, a sharp regional difference exists between the North-central and Southern regions as compared with the Northeastern

region. In the former two regions, the winter season is the period of heaviest use of this product, while in the Northeastern region the summer season is preferred. Among the various income groups, only the lower income group, those under $2,000, seems to prefer the summer months; however, it should be noted that more than two-thirds of all families serving frozen shellfish serve it with no particular preference to season.

In the Nation as a whole and in three of the regions, namely, North-central, South, and West, most of the respondents did not associate a particular day with the serving of frozen shellfish. In the Northeastern area, a majority of the persons interviewed indicated that they serve frozen shellfish on Friday. There is also a tendency for higher-income groups to be influenced less than lower-income groups by Friday as the day to serve frozen shellfish. Also, in nonfarm areas and in the larger cities, Friday as the day to serve frozen shellfish is more important than in farm areas and communities of less than 2,500 inhabitants.

The regional analysis shows that people serve frozen shellfish chiefly for two reasons: Ease of preparation and taste. These findings should be an admonition to the trade to cater to the consumer in these respects. Most people generally can get the kind of frozen shellfish they want; however, relatively fewer families can get the kind of frozen shellfish they want in farm areas than in nonfarm areas. As is to be expected, the availability of frozen shellfish increases from communities of 2,500 to those of 500,000, or more, inhabitants, while in the very small communities the selection is not as good as desired.

Answers to the question, "What kind of frozen shellfish do you usually serve?" were analyzed on a regional basis only. Time-consuming hand tabulation and questionable reliability of results because of the small number of respondents involved in the subgroups did not permit further analysis. Among frozen shellfish, shrimp is outstanding in the frequency of its use in the United States as a whole as well as in the four regions.

FRESH SHELLFISH

Percentagewise, a greater number of households in the United States serve fresh shellfish than serve frozen. Probably because of their nearness to several producing areas for shellfish, households in the Northeastern region serve far more fresh shellfish than households in the Nation as a whole, while those in the North-central region are below the national average. It is interesting to note that in the South, with its great shellfish production, household consumption remains below the national average for both fresh and frozen shellfish. The frequency of serving fresh shellfish and frozen shellfish increases with a corresponding increase in family income.

Fresh shellfish is served in relatively fewer families in farm areas than in nonfarm areas. More than two-thirds of all households interviewed do not consume fresh shellfish in any particular season. In its seasonal consumption, there is

not much difference between regions, income groups, and the families living in either farm or nonfarm areas; however, fewer households on farms and in small communities prefer the winter for the consumption of fresh shellfish. Also, there is no particular day on which fresh shellfish is served either in the different regions or in the different income groups, except that a sizable group in the Northeastern region prefers Friday. This day also is preferred by a strong minority in nonfarm areas of greater population.

Taste is the major reason given for using fresh shellfish. The other principal reason, which was also given in the case of frozen shellfish, namely, ease of preparation, was listed for fresh shellfish by a small minority of those interviewed. This is understandable. Under ease of preparation, the housewife commonly means precooked shellfish (needs only heating prior to serving) offered in packages that can be bought in sizes properly related to the size of the family. This is impossible in the case of fresh shellfish, and people who prefer fresh shellfish cannot yet buy consumer-size packages. This response to the questions on use of fresh shellfish may lead the trade to bring these species in line with other fishery products that now appeal to the public because of their ease of preparation and acceptable packaging.

In regard to the effectiveness of the distribution system for fresh shellfish, about two-thirds of all persons questioned testified that they can get the kind of fresh shellfish they want. This was true for the four regions investigated, but the lower-income groups seem to be at a disadvantage in this respect as compared with the higher-income groups. Farm areas are not always supplied with the kind of fresh shellfish that their residents would like to have. Only 54.9 percent of the persons that live on farms are satisfied with the selection of fresh shellfish available to them. In urban areas, this figure is over 70 percent. Of the fresh shellfish, shrimp is the most favored. Households in the North-central area consume more shrimp, percentagewise, than do those in the Northeastern area, where competition of other shellfish appears to be strong. That can be seen in the consumption of lobsters—this shellfish had been served by 25.0 percent of the families interviewed in the Northeastern area as compared with the 13.9-percent national average. Oysters are a very important fresh shellfish item in the North-central and Southern areas. The consumption of fresh crabmeat is very low in the North-central area, and could be expanded considerably on a national basis.

CANNED SHELLFISH

Only about one-fifth of the people questioned had served canned shellfish in the 12 months preceding the interview. It is used by nearly as many households, percentagewise, as frozen shellfish, but by fewer households than is fresh shellfish. Because canned shellfish is usually higher priced than other fishery products, it is served in relatively larger numbers of households in the

higher-income groups than in the lower-income groups. The percentage of families in the income group of $5,000 and over that serve canned shellfish is slightly more than four times the percentage of families that serve this type of product in the group earning less than $2,000 a year.

The consumption of canned shellfish is notably greater in the Northeastern and Western regions of the United States than in the North-central and Southern regions. While, in the Northeast and South, the consumption of canned shellfish remains below that of fresh shellfish, in the North-central and Western regions the consumption figures are about the same for the two products. Families in the Northeastern and Western regions, percentagewise, use canned shellfish more often than frozen.

Fewer families on farms use canned shellfish than do families not on farms. Households in the smallest communities show less-frequent serving of canned shellfish, while those in larger communities show greater frequency than the national average. Areas with a population of 50,000 to 499,999 show the greatest frequency of use.

Shrimp is of the greatest importance among the canned-shellfish products. Crabmeat runs a close second in all regions except the North central.

FROZEN FISH

The consumption of frozen fish seems to be somewhat more frequent in the North-central region and somewhat less frequent in the South. Because of technical problems, such as loss of quality in transit, which bar greater use of fresh fish in these areas, sales opportunities are greater for marketing frozen fish. Possibilities of improving sales of this type of product in the South appear to exist.

Frozen fish is eaten by all income groups; however, the number of households consuming frozen fish increases gradually with the increase in family income. Slightly more than half the people, both on farms and in cities, serve frozen fish, with the greatest percentage of them in communities with populations of from 2,500 to 49,999, and the smallest percentage of them in cities with populations of 500,000, and over.

A majority of the persons interviewed indicated that they have no seasonal preference for serving frozen fish. Likewise, a majority has no preference for a particular day to serve it. While frozen fish is not served during any particularly preferred season, there is a tendency among families to serve it more frequently in winter. As respects a particular day for serving frozen fish, most respondents indicated they have no preference, except in the Northeast, where there is a definite preference for Friday. More people living in urban areas selected Friday as the day to serve frozen fish than did those living on farms, and the greatest percentage of people serving frozen fish on Friday live in cities with populations of 50,000 to 499,999.

When asked why they liked frozen fish, the most common reasons given by those questioned were its ease of preparation, good taste, and ease of storage.

The survey indicated that people usually can get the kind of frozen fish they want. As may be expected, the supply of frozen fish is greatest and most varied in communities with 500,000, and more, inhabitants, and fewer people in the larger cities indicated they could not get the kind they wanted. It is desirable that the same selection should be made available to residents of smaller communities.

FRESH FISH

Fresh fish still has its place on the consumers' tables. Of all the families interviewed, 70 percent had used fresh fish during the 12 months preceding the survey. A relatively larger percent of the households serve fresh fish than frozen. Relatively fewer persons living in rural areas serve fresh fish than do those in urban areas, and a larger percentage of people living in the larger communities serve it than in the smaller communities. The largest percentage of families serving fresh fish live in communities with a population of 50,000 to 499,999, while those living in communities of less than 2,500 inhabitants serve fresh fish the least.

High-income groups have a greater percentage of families using fresh fish than does the income group of less than $2,000, although there is not a notable difference throughout the entire income range. The majority of the consumers do not associate the serving of fresh fish with any particular season; however, there is a tendency in the North-central region and among farm populations to use it more in the summer than during other seasons of the year. Inhabitants of communities of more than 500,000 show less tendency to serve fresh fish in summer than do inhabitants of smaller communities.

Replies to the survey question as to having a particular day for serving fresh fish were largely negative, but when a particular day is favored, Friday outranks all other days. Friday is the favored day for serving fresh fish in the Northeastern region, and the percentage of people serving it on Friday in nonfarm areas is more than double that in farm communities. A greater percentage of people living in the larger communities serve fish on Friday than do those living in the smaller communities. Generally, the percentage of those who serve fresh fish on Friday is somewhat lower than the percentage of those who serve frozen fish.

CANNED FISH

Some interesting information on regional use of canned fish was revealed by the survey. Households in the North-central and Southern regions use canned salmon relatively extensively, but their use of canned tuna is considerably less than the national average. On the other hand, in the Northeastern and Western regions, families use canned tuna relatively extensively, but their consumption of canned salmon falls below the national average. It is quite possible that the more rural character of the North-central and Southern regions influences their observed preference for canned salmon. It has been established

that canned-tuna sales require stimulation much more in rural areas than in urban.

CURED FISH

The number of families in the United States that serve cured fish is comparatively small. An average of only 20.3 percent of the families interviewed had served cured fish during the year previous to the survey. Lower-income groups fall far below the national average, while higher-income groups are much above that average.

A greater percentage of people living in nonfarm areas serve cured fish than those living on farms, and relatively more people in larger communities serve cured fish than those living in smaller communities. Among the cured fish, herring ranks first in household-consumer preference, and salmon ranks second.

PREFERENCES FOR FRESH FISHERY PRODUCTS

The majority of the householders interviewed said they would rather serve fresh fish than frozen fish if the costs were the same. This preference was especially indicated by members of the lower-income groups. Only about 10 percent of the households have some member of the family that will eat fresh fish but not frozen fish. More families living in nonfarm areas have members with this opinion than those on farms, and the percentage of such families increases with an increase in size of the community.

The respondents' ideas on the effect of changing meat prices on the frequency of serving fish are of interest. The majority of the people thought that more fish is served when meat prices go up. More people in higher-income groups than in the lower-income groups and more people in larger communities than in smaller communities were of this opinion.

Nationally, fresh shellfish is used more often than frozen shellfish by families which serve both kinds. In the serving of fresh shellfish, the Northeast and South are above the national average, and the North-central and West, below. In the North-central and Western regions, frozen shellfish is served more often than fresh.

The different income groups vary considerably in their preferences for fresh shellfish over frozen. The preference for fresh shellfish is most marked in the income group $4,000 to $4,999, and least noticeable in the income group $2,000 to $2,999. As respects fish, families serving both fresh and frozen fish indicated that they use the frozen product more often. Those families living in the larger communities serve frozen fish more often than fresh fish.

PREFERENCES IN FROZEN FISH AND SHELLFISH

GENERAL PREFERENCES

Frying is the preferred method of preparing frozen fish for the table in most households. The survey indicated that households in the Southern region rank highest in the Country in the frequency of frying fish, while those in the Northeastern region fall below the national average.

Among the income groups, most frying is done by the lower-income group, under $2,000, and least by the highest-income group, $5,000 and over. The highest-income group does about three times as much baking and broiling of fish as the lowest-income group.

More people living on farms prepare frozen fish by frying then do those living in urban areas. More people living in urban areas use broiling, both flame and electric, than do those living on farms. Relatively more people in the smaller communities fry fish than do those living in the larger communities, while broiling is more popular in the larger communities than in the smaller.

As far as quality is concerned, most people agree that the quality is dependable in frozen fish. The few people, especially in the North-central area, that complained of changes in quality usually referred to changes in the taste of the product. More people living in urban areas reported a change in quality than did those living on farms. Also, relatively more respondents in the larger communities stated that they had noticed changes in the quality of frozen fish than did those living in smaller communities.

Most persons prefer fillets when buying frozen fish, and they favor those with the skins removed. Whole, dressed, and drawn fish—the total percentage sold is not great—are purchased more frequently by families in the low-income groups than in the higher-income groups. Steaks are bought to a greater extent by higher-income families, which show also a more pronounced desire for skinless fillets than is shown by lower-income families. A relatively larger number of farm families prefer fillets with skins on than do nonfarm families—the larger the community, the greater the preference appears to be for frozen, skinless fillets. A majority of the persons interviewed said that they had used frozen fillets of flounder or of sole. The Western region was most outstanding in this regard. It seems that frozen fillets of flounder and of sole are too expensive for the low-income groups. Only 32.8 percent of the families interviewed having less than a $2,000 income had tried frozen fillets of flounder or of sole while in the group of $5,000, and over, 63.6 percent had tried this type of fishery product.

When buying frozen fish, most people count on servings of ½ pound to the person. Nonfarm families tend to serve slightly smaller portions than do farm families and, as can be understood, the ½-pound portions were more frequently reported in the income groups over $2,000 than under $2,000.

Most of the people interviewed buy their frozen fish in supermarkets; however, this tendency is more noticeable in the Northeast and in the South than it is in the North-central region or in the West. Independent foodstores are frequented for frozen-fish purchases by 19.8 percent of all the respondents who serve frozen fish. There seems to be little difference in the patronage of supermarkets and independent foodstores by the various income groups; however, the $5,000-and-over income group buys, per-

centagewise, one-third more often in meat markets than does the $2,000-to-$2,999 income group.

More nonfarm families buy frozen fish from independent foodstores than do farm families, while more families in farm areas buy frozen fish from frozen-food lockers than do those in urban areas. Relatively fewer persons living in communities with populations of 50,000 to 499,999 buy their frozen fish at supermarkets than do those living in communities of other sizes; a greater percentage of families living in smaller communities buy their frozen fish at independent foodstores.

More people indicated that they can get frozen fish where they do most of their food shopping than cannot. This was more often the case with persons in the high-income groups than with those in the group under $2,000. Also, relatively more farm families cannot get frozen fish at the stores where they purchase most of their food than can. Generally, people said they can get the kind of frozen fish they want, despite the fact that their number is somewhat smaller than the number of people who said they can usually get frozen fish where they do most of their food shopping. Availability of the desired kind of frozen fish seems to be especially good in communities having more than 2,500 inhabitants.

PACKAGING

Cellophane wrap is the preferred type of packaging for frozen fish in all regions except the West. More than 60 percent of all the consumers interviewed said they had selected cellophane-wrapped frozen fish the last time they had bought frozen fish, while 31 percent had chosen boxed frozen fish. Although, in most cases, the cellophane-wrapped packaging was the only type available to them, a large number of respondents indicated that it is the type they want because they can see the product.

Considering packaging preferences by income groups, the fact is outstanding that more people in the lower-income groups buy cellophane-wrapped, frozen fish than do those in the higher-income groups. Possibly the higher-income groups buy more kinds of frozen fishery products, which at the time of the interview were offered in boxed form, for example, breaded shrimp. It seems, also, that higher-income groups buy more fishery products for storage in freezers or freezer compartments, in which case boxes are preferred to cellophane wrappings. Finally, higher-income groups would be less deterred by the higher price asked for fish packaged in a box as compared with other types.

Although most people said they prefer to buy frozen fish wrapped in cellophane this preference is most pronounced among farm families, while nonfarm and urban residents prefer frozen fish packed in a box. People living in cities of 500,000 and over showed no packaging preferences, but those in smaller communities indicated a greater preference for frozen fish wrapped in cellophane than packed in a box. Most people who prefer to buy frozen fish packed in a box

stated this is the preferred packaging for all kinds of frozen fishery products.

In the matter of package labeling, most people consider that sufficient information is given as to the weight of the contents of the package. A smaller number of people were satisfied with the listing of the nutritive values of the contents (vitamins, etc.). Generally, more farm families expressed the view that insufficient information is given on the label than did nonfarm families, and people living in cities with more than 500,000 inhabitants voiced the greatest satisfaction with the amount of information furnished on the packages. While people generally said enough is shown on the label as to the kind of fish in the package, a smaller number expressed satisfaction with the information as to stage of preparation—whether the fish is raw or cooked.

The majority of the people interviewed indicated a desire that more recipes be printed on the labels. The need for more information on ways to cook the fish was especially emphasized in the smaller communities of less than 2,500 inhabitants and in communities of 2,500 to 49,999 inhabitants.

A majority of respondents in all areas prefer the long, flat, 1-pound package. Some preference for a ½-pound package was expressed by urban dwellers, especially in the largest cities.

More families with higher incomes expressed a desire for 1-pound and ½-pound packages, as well as 2-pound packages, than did families with lower incomes. About three-fourths of the respondents questioned said it would be a good idea to grade frozen fish.

SPECIAL PRODUCTS

A greater number of respondents prefer to purchase shellfish and fish raw rather than cooked, and the preference is greater in the case of fish than of shellfish. The fact that precooked shellfish were at the time of the interview already known in many parts of the Country apparently influenced the response received. Precooked shrimp was well-established in retail stores whereas precooked fish sticks were still in the experimental stage. The respondents also answered that they bought more breaded shellfish than breaded fish, which is easily understandable under the production and marketing conditions which prevailed in 1951. Breaded fishery products are bought to a greater extent by the higher-income groups. Percentagewise, double the number of families in the income group of $5,000 and over buy breaded, frozen shellfish and fish, than in the income group under $2,000. The nonfarm population purchases breaded fishery products, especially breaded shellfish, to a greater degree than does the farm population.

The majority of the respondents liked breaded, frozen shellfish and fish; however, residents in the Northeast are far below the general average and below the other areas of the United States in their appreciation of breaded, frozen fish and shellfish. There was not much difference between farm and nonfarm groups with respect to the appreciation of breaded, frozen

shellfish and fish after families in these groups had used such products. The fact that a majority of those who have tried breaded, cooked fish and shellfish like these products should be an incentive for the fishing industry to expand their production.

A majority of the respondents denied preference for a complete, ready-to-eat frozen fish and shellfish dinner with potatoes and a vegetable included in the container. Some interest, however, in this type of processed fishery product was expressed. The greatest aversion to the complete, frozen fish or shellfish dinner was shown in the North-central area, where possibly a lower employment rate among housewives indicated that they have more time to devote to cooking their meals.

MAIL-ORDER BUYING

Questions relative to mail-order purchase of frozen fish and shellfish were asked only of households in rural communities. In a few instances, households rural in character but within the political confines of a city were asked these questions. Because of the limited number of replies to some of the questions, the summaries of the replies to those questions are given subsequently, primarily to show general tendencies in each of the areas with respect to this type of distribution. The purchase of frozen fish and shellfish by mail order was found not to occur on a large scale. The indications are that it is confined predominantly to the North-central area. Based on actual numbers of respondents who answered "Yes" to the question "If mail order were available, would you purchase it by mail?" replies from the North-central and Southern regions gave greater indication of the possibilities for expansion of this service in those areas than in the other two regions.

SUMMARIES OF REPLIES TO QUESTIONNAIRE

In this section, are the tabulations or analyses of the replies to the questions asked the 2,473 persons interviewed during the survey. Each question is given, with its reference number, as it appeared on the questionnaire (in pocket inside the back cover of this report). For most of the questions, tabulations of replies are given by regions, by income groups, and by type and size of communities. Data on some questions were too fragmentary for analysis, and these questions are omitted from the tabulations.

USE OF FISHERY PRODUCTS

FROZEN SHELLFISH

5a. Have you served frozen shellfish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	19.4	22.7	14.3	23.6	19.4
No	80.3	76.8	84.7	76.1	80.0
Don't know	----	.4	.7	.3	.4
No answer	.3	.1	.3	----	.2
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	685	732	734	322	2,473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	7.7	19.7	20.5	24.2	39.3	17.3	19.4
No	92.0	79.6	79.2	74.4	60.7	82.2	80.0
Don't know	----	.7	----	.9	----	.4	.4
No answer	.3	----	.3	.5	----	.1	.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	287	447	380	215	196	948	2,473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	11.2	21.9	19.4	13.4	24.2	22.9	21.7
No	87.9	77.6	80.0	85.9	75.3	76.7	77.9
Don't know	.9	.2	.4	.4	.5	.2	.2
No answer	----	.3	.2	.3	----	.2	.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	571	1,902	2,473	931	620	406	516

5b. When was the last time you served frozen shellfish?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
In past week	5. 2	9. 6	6. 7	11. 8	8. 2
In past month	33. 1	31. 9	30. 5	25. 0	30. 8
In past year	48. 9	50. 0	50. 5	36. 8	47. 7
Don't remember	8. 3	6. 2	12. 3	23. 7	11. 0
No answer	4. 5	2. 3	-------	2. 7	2. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	133	166	105	76	480

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
In past week	9. 1	8. 0	9. 0	9. 6	9. 1	6. 8	8. 2
In past month	36. 4	25. 0	29. 5	25. 0	40. 3	31. 3	30. 8
In past year	40. 9	54. 5	47. 4	46. 2	40. 3	49. 1	47. 7
Don't remember	13. 6	10. 2	10. 3	15. 4	6. 5	11. 7	11. 0
No answer	-------	2. 3	3. 8	3. 8	3. 8	1. 1	2. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	22	88	78	52	77	163	480

[1] Refusals, don't know, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
In past week	7. 8	8. 2	8. 2	6. 4	10. 0	6. 4	8. 9
In past month	25. 0	31. 7	30. 8	28. 8	30. 7	29. 0	34. 8
In past year	45. 3	48. 1	47. 7	44. 8	54. 6	49. 5	40. 2
Don't remember	12. 5	10. 8	11. 0	12. 8	4. 7	14. 0	13. 4
No answer	9. 4	1. 2	2. 3	7. 2	-------	1. 1	2. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	64	416	480	125	150	93	112

5c. Is there any particular season that you serve frozen shellfish more often than other seasons?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Summer	9.7	4.2	8.6	2.6	6.5
Fall	1.5	1.8	7.6	1.3	2.9
Winter	4.5	13.9	12.4	1.3	9.0
Spring	2.3	5.4	2.9	5.3	4.0
Fall and winter	-------	1.0	1.0	-------	.4
Summer and spring	-------	1.0	-------	-------	.2
No particular season	82.0	72.7	67.5	89.5	77.0
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	133	166	105	76	480

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Summer	22.7	4.5	11.5	3.8	1.3	6.1	6.5
Fall	9.2	6.8	-------	1.9	2.6	1.8	2.9
Winter	4.5	11.4	6.4	9.6	9.1	9.2	9.0
Spring	-------	9.2	3.8	5.8	2.6	1.8	4.0
Fall and winter	-------	-------	1.3	-------	-------	.6	.4
Summer and spring	4.5	-------	-------	-------	-------	-------	.2
No particular season	59.1	68.1	77.0	78.9	84.4	80.5	77.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	22	88	78	52	77	163	480

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Summer	7.8	6.3	6.5	8.0	4.0	5.4	8.9
Fall	1.6	3.1	2.9	1.6	3.3	2.2	4.5
Winter	9.4	8.9	9.0	8.8	13.3	3.2	8.0
Spring	7.8	3.4	4.0	5.6	4.0	2.2	3.6
Fall and winter	-------	.5	.4	-------	.7	--------	.9
Summer and spring	-------	.2	.2	-------	-------	--------	.9
No particular season	73.4	77.6	77.0	76.0	74.7	87.0	73.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	64	416	480	125	150	93	112

5e. Is there a particular day of the week that you serve frozen shellfish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Monday	--------	0.6	--------	--------	0.2
Tuesday	--------	--------	--------	--------	--------
Wednesday	--------	.6	--------	--------	.2
Thursday	0.8	--------	--------	1.3	.4
Friday	53.3	30.1	21.9	28.9	34.6
Saturday	.8	--------	2.9	--------	.8
Sunday	--------	--------	2.9	--------	.6
No particular day	45.1	66.9	72.3	68.5	62.8
No answer	--------	1.8	--------	1.3	.4
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	133	166	105	76	480

5e. Is there a particular day of the week that you serve frozen shellfish?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Monday	-------	-------	-------	-------	-------	0. 6	0. 2
Tuesday	-------	-------	-------	-------	-------	-------	-------
Wednesday	-------	1. 2	-------	-------	-------	-------	. 2
Thursday	-------	-------	-------	-------	1. 3	. 6	. 4
Friday	36. 5	42. 0	41. 0	26. 9	33. 8	30. 1	34. 6
Saturday	4. 5	-------	-------	-------	-------	1. 8	. 8
Sunday	9. 0	-------	-------	-------	-------	. 6	. 6
No particular day	50. 0	56. 8	57. 7	71. 2	64. 9	66. 3	62. 8
No answer	-------	-------	1. 3	1. 9	-------	-------	. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	22	88	78	52	77	163	480

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Monday	-------	0. 2	0. 2	-------	-------	-------	0. 9
Tuesday	-------	-------	-------	-------	-------	-------	-------
Wednesday	-------	. 2	. 2	-------	-------	-------	. 9
Thursday	-------	. 5	. 4	-------	0. 7	1. 1	-------
Friday	23. 4	36. 3	34. 6	19. 2	35. 3	45. 1	42. 0
Saturday	-------	1. 0	. 8	. 8	. 7	-------	1. 8
Sunday	3. 1	. 2	. 6	2. 4	-------	-------	-------
No particular day	68. 8	61. 6	62. 8	75. 2	63. 3	53. 8	54. 4
No answer	4. 7	-------	. 4	2. 4	-------	-------	-------
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	64	416	480	125	150	93	112

5f. What do you particularly like about frozen shellfish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Taste:					
Like the flavor	27. 1	28. 9	29. 1	37. 8	30. 8
Flavor uniform	-------	1. 6	-------	2. 0	1. 0
Total	27. 1	30. 5	29. 1	39. 8	31. 8
Preparation:					
Easy to prepare	42. 9	43. 0	41. 9	41. 7	42. 3
Cooks better	1. 4	-------	-------	-------	. 2
Is cleaned	-------	. 8	5. 1	-------	1. 7
Good for cocktails, salads, etc	1. 4	2. 3	2. 6	1. 0	1. 9
Total	45. 7	46. 1	49. 6	42. 7	46. 1
Storage: Easy to store in refrigerator	7. 2	10. 9	6. 8	7. 8	8. 4
Availability: Easily available	5. 7	8. 6	3. 4	5. 8	6. 0
Price: Cheaper	5. 7	-------	-------	-------	1. 0
Miscellaneous:					
No bones	-------	. 8	1. 7	1. 0	1. 0
Tender	-------	-------	. 9	-------	. 2
Less odor	-------	-------	. 9	-------	. 2
Gives variety to diet	8. 6	3. 1	7. 6	2. 9	5. 3
Total	27. 2	23. 4	21. 3	17. 5	22. 1
Grand total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	133	166	105	76	480
Number of answers [1]	70	128	117	103	418

[1] Of the 480 respondents asked this question some did not answer and a few gave more than one reason.

5g. Can you generally get the kind of frozen shellfish you want?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	82. 0	78. 9	77. 1	73. 7	78. 5
No	2. 3	7. 8	11. 4	3. 9	6. 5
Don't know	3. 0	3. 0	1. 9	5. 3	3. 1
No answer	12. 7	10. 3	9. 6	17. 1	11. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	133	166	105	76	480

5g. Can you generally get the kind of frozen shellfish you want?—Con.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	77.3	80.7	76.9	78.8	81.8	76.7	78.5
No	9.1	4.5	7.7	7.7	6.5	6.1	6.5
Don't know	-------	3.4	2.6	1.9	2.6	4.3	3.1
No answer	13.6	11.4	12.8	11.6	9.1	12.9	11.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	22	88	78	52	77	163	480

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	67.2	80.3	78.5	72.8	76.7	81.7	84.8
No	9.4	6.0	6.5	10.4	5.3	4.3	5.4
Don't know	4.7	2.9	3.1	2.4	3.3	4.3	2.7
No answer	18.7	10.8	11.9	14.4	14.7	9.7	7.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	64	416	480	125	150	93	112

5h. What kind of frozen shellfish do you usually serve?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Shrimp	44.4	75.5	67.4	73.4	64.2
Lobsters	25.3	8.2	4.2	--------	11.3
Crabmeat	10.5	3.8	14.2	10.1	9.0
Oysters	1.9	9.8	2.5	3.8	4.9
Scallops	11.7	1.6	--------	5.1	4.8
Clams	1.3	--------	2.5	--------	.9
No particular kind	4.9	1.1	9.2	7.6	4.9
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	133	166	105	76	480
Number of answers [1]	162	182	120	79	543

[1] A few respondents did not answer this question, and some gave more than one kind.

a. Have you served fresh shellfish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	35. 5	18. 4	24. 7	27. 6	26. 2
No	64. 2	81. 0	74. 5	71. 4	73. 2
Don't know	-------	. 2	. 4	1. 0	. 3
No answer	. 3	. 4	. 4	-------	. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	685	732	734	322	2, 473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	12. 9	23. 3	30. 0	32. 1	43. 4	25. 2	26. 2
No	86. 8	76. 5	69. 7	66. 5	56. 1	73. 9	73. 2
Don't know	-------	-------	-------	. 9	-------	. 5	. 3
No answer	. 3	. 2	. 3	. 5	. 5	. 4	. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	14. 3	29. 8	26. 2	16. 8	28. 9	34. 2	33. 7
No	85. 3	69. 5	73. 2	82. 5	71. 0	65. 5	65. 1
Don't know	. 2	. 3	. 3	. 2	-------	-------	1. 0
No answer	. 2	. 4	. 3	. 5	. 1	. 3	. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

6b. When was the last time you served fresh shellfish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
In past week	14. 0	17. 0	21. 5	13. 5	16. 7
In past month	31. 7	23. 0	27. 0	22. 5	27. 3
In past year	43. 0	52. 6	34. 8	30. 3	40. 9
Don't remember	10. 3	7. 4	16. 7	32. 6	14. 7
No answer	1. 0	-------	-------	1. 1	. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	243	135	181	89	648

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
In past week	13. 5	22. 1	9. 6	15. 9	20. 0	17. 2	16. 7
In past month	16. 2	22. 1	28. 1	23. 2	34. 1	29. 7	27. 3
In past year	56. 8	38. 5	50. 0	53. 7	31. 8	34. 7	40. 9
Don't remember	13. 5	16. 3	12. 3	7. 2	14. 1	17. 6	14. 7
No answer	-------	1. 0	-------	-------	-------	. 8	. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	37	104	114	69	85	239	648

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
In past week	13. 4	17. 1	16. 7	17. 9	14. 5	13. 6	20. 1
In past month	34. 2	26. 3	27. 3	26. 3	27. 9	24. 5	29. 9
In past year	37. 8	41. 4	40. 9	37. 2	46. 4	41. 0	38. 5
Don't remember	14. 6	14. 5	14. 7	18. 6	11. 2	18. 0	11. 5
No answer	-------	. 7	. 4	-------	-------	2. 9	-------
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	82	566	648	156	179	139	174

6c. Is there any particular season that you serve fresh shellfish more often than other seasons?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Summer	11. 1	2. 2	14. 4	6. 7	9. 6
Fall	. 8	3. 7	9. 4	-------	3. 7
Winter	9. 1	19. 3	10. 5	1. 1	10. 5
Spring	1. 2	3. 0	3. 3	3. 4	2. 5
Fall and winter	. 4	5. 2	2. 2	-------	1. 9
No particular season	72. 8	65. 9	60. 2	85. 4	69. 6
No answer	4. 6	. 7	-------	3. 4	2. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	243	135	181	89	648

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Summer	13. 5	9. 6	11. 4	8. 7	5. 9	9. 6	9. 6
Fall	2. 7	2. 9	1. 8	4. 3	3. 5	5. 0	3. 7
Winter	8. 1	5. 8	16. 7	10. 1	7. 1	11. 3	10. 5
Spring	-------	1. 9	4. 4	2. 9	3. 5	1. 7	2. 5
Fall and winter	-------	1. 0	3. 5	2. 9	1. 2	1. 7	1. 9
No particular season	70. 3	78. 8	59. 6	71. 1	76. 5	67. 4	69. 6
No answer	5. 4	-------	2. 6	-------	2. 3	3. 3	2. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	37	104	114	69	85	239	648

[1] Refusals, don't know, etc.

6c. Is there any particular season that you serve fresh shellfish more often than other seasons?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Summer	3. 6	10. 4	9. 6	7. 7	5. 6	12. 9	12. 7
Fall	7. 3	3. 2	3. 7	7. 7	5. 0	. 7	1. 1
Winter	17. 1	9. 5	10. 5	18. 0	14. 0	5. 8	4. 0
Spring	4. 9	2. 1	2. 5	2. 5	3. 4	2. 2	1. 7
Fall and winter	-------	2. 1	1. 9	3. 2	3. 9	--------	--------
No particular season	67. 1	70. 0	69. 6	59. 6	67. 0	73. 4	78. 2
No answer	-------	2. 7	2. 2	1. 3	1. 1	5. 0	2. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	82	566	648	156	179	139	174

6e. Is there a particular day of the week that you serve fresh shellfish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Monday	0. 4	0. 7	--------	--------	0. 3
Tuesday	--------	--------	--------	1. 1	. 2
Wednesday	1. 2	. 7	--------	--------	. 6
Thursday	. 8	1. 5	--------	1. 1	. 8
Friday	39. 5	25. 2	23. 8	28. 1	30. 6
Saturday	. 8	1. 5	3. 9	--------	1. 7
Sunday	. 4	. 7	1. 7	--------	. 8
No particular day	55. 2	69. 7	70. 6	68. 6	64. 5
No answer	1. 7	--------	--------	1. 1	. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	243	135	181	89	648

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Monday	-------	-------	-------	-------	1. 2	0. 4	0. 3
Tuesday	-------	-------	-------	-------	-------	. 4	. 2
Wednesday	-------	-------	0. 9	1. 5	-------	. 8	. 6
Thursday	-------	-------	-------	-------	2. 4	1. 2	. 8
Friday	32. 4	33. 7	39. 4	24. 6	30. 6	26. 4	30. 6
Saturday	2. 7	1. 0	1. 8	1. 5	1. 2	2. 1	1. 7
Sunday	2. 7	-------	-------	2. 8	1. 2	. 4	. 8
No particular day	62. 2	62. 5	57. 0	69. 6	63. 4	68. 3	64. 5
No answer	-------	2. 8	. 9	-------	-------	-------	. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	37	104	114	69	85	239	648

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Monday	-------	0. 4	0. 3	-------	-------	-------	1. 1
Tuesday	-------	. 2	. 2	-------	-------	-------	. 6
Wednesday	-------	. 7	. 6	-------	0. 6	1. 4	. 6
Thursday	-------	. 9	. 8	-------	1. 1	. 7	1. 1
Friday	18. 3	32. 3	30. 6	19. 2	29. 6	34. 5	38. 5
Saturday	3. 7	1. 4	1. 7	4. 5	1. 7	-------	. 6
Sunday	1. 2	. 7	. 8	1. 3	. 6	-------	1. 1
No particular day	75. 6	62. 4	64. 5	74. 4	65. 9	61. 2	55. 3
No answer	1. 2	1. 0	. 5	. 6	. 5	2. 2	1. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	82	566	648	156	179	139	174

6f. What do you particularly like about fresh shellfish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Taste:					
Like the flavor	67. 5	64. 5	80. 4	60. 6	69. 4
Flavor uniform	. 5	. 9	. 8	2. 8	1. 0
Children like it	. 5				. 2
Total	68. 5	65. 4	81. 2	63. 4	70. 6
Preparation:					
Easy to prepare	8. 8	8. 4	6. 5	2. 8	7. 2
Cooks better	. 5				. 2
Is cleaned	1. 6				. 6
Is good for cocktails, salads, etc	4. 9	4. 7	1. 5	5. 7	4. 0
Total	15. 8	13. 1	8. 0	8. 5	12. 0
Storage: Easy to store in refrigerator				1. 4	. 2
Availability:					
Easily available		1. 9	1. 5	4. 2	1. 4
Frozen, not available				1. 4	. 2
Go sport fishing			2. 1	1. 4	. 8
Total		1. 9	3. 6	7. 0	2. 4
Price: Cheaper	2. 7	. 9	1. 5	4. 2	2. 2
Nutrition: Nutritious, healthful	1. 6	4. 7	2. 1	1. 4	2. 4
Habit	2. 2	4. 7	1. 5	1. 4	2. 4
Miscellaneous:					
No bones	1. 1				. 4
Gives variety to diet	7. 0	8. 4	2. 1	12. 7	6. 8
Like its appearance	1. 1	. 9			. 6
Total	9. 2	9. 3	2. 1	12. 7	7. 8
Grand total	100. 0	100. 0	100. 0	100. 0	100. 0
Number of answers [1]	184	107	137	71	499

[1] Of the 650 respondents asked this question, some did not answer and a few gave more than one reason.

6g. Can you generally get the kind of fresh shellfish you want?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Yes	75. 3	71. 1	67. 4	53. 9	69. 3
No	5. 3	12. 6	13. 2	5. 6	9. 1
Don't know	3. 7	4. 4	6. 6	10. 1	5. 6
No answer	15. 7	11. 9	12. 8	30. 4	16. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	243	135	181	89	648

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	59. 5	65. 4	72. 8	78. 3	74. 1	66. 5	69. 3
No	8. 1	11. 5	7. 9	10. 1	7. 1	9. 2	9. 1
Don't know	5. 4	5. 8	3. 5	1. 5	-------	9. 6	5. 6
No answer	27. 0	17. 3	15. 8	10. 1	18. 8	14. 7	16. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	37	104	114	69	85	239	648

[1] Refusals, don't know, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	54. 9	71. 4	69. 3	57. 1	71. 5	70. 5	77. 0
No	18. 3	7. 8	9. 1	13. 4	12. 8	2. 9	6. 3
Don't know	15. 8	4. 0	5. 6	9. 6	1. 7	5. 0	6. 3
No answer	11. 0	16. 8	16. 0	19. 9	14. 0	21. 6	10. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	82	566	648	156	179	139	174

6h. What kind of fresh shellfish do you usually serve?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Shrimp	31. 8	54. 7	50. 9	33. 8	41. 4
Oysters	8. 9	28. 3	18. 0	7. 6	14. 6
Lobsters	25. 0	8. 8	3. 3	9. 4	13. 9
Crabmeat	9. 9	3. 4	19. 4	23. 8	13. 2
Clams	12. 3	. 6	. 5	5. 1	6. 0
Scallops	6. 4	1. 4	----	7. 6	3. 9
Black mussels	. 6	----	----	----	. 3
Squid	. 3	----	----	----	. 2
Snails	. 3	----	----	----	. 2
Octopus (devilfish)	. 3	----	----	----	. 2
No particular kind	4. 2	2. 8	7. 9	12. 7	6. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	243	135	181	89	648
Number of answers [1]	332	148	216	118	814

[1] A few respondents did not answer this question, and some gave more than one species.

CANNED SHELLFISH

7a. Have you served canned shellfish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	29. 8	17. 2	10. 8	29. 8	20. 4
No	68. 5	81. 4	87. 1	66. 8	77. 6
Don't know	. 1	. 4	. 5	. 9	. 5
No answer	1. 6	1. 0	1. 6	2. 5	1. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	685	732	734	322	2, 473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	9. 1	19. 5	22. 6	25. 6	37. 2	18. 8	20. 4
No	88. 5	78. 5	76. 3	72. 6	59. 7	79. 2	77. 6
Don't know	. 7	. 4	. 3	. 9	-------	. 4	. 5
No answer	1. 7	1. 6	. 8	. 9	3. 1	1. 6	1. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	10. 3	23. 4	20. 4	13. 0	25. 2	29. 8	20. 7
No	88. 5	74. 3	77. 6	85. 0	73. 5	67. 8	76. 9
Don't know	. 4	. 5	. 5	. 3	. 2	. 7	. 8
No answer	. 8	1. 8	1. 5	1. 7	1. 1	1. 7	1. 6
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

h. What kind of canned shellfish do you usually serve?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Shrimp	40. 5	55. 7	36. 1	45. 0	44. 2
Crabmeat	34. 7	18. 0	32. 5	32. 4	30. 4
Lobsters	16. 7	12. 3	6. 0	5. 8	11. 8
Oysters	1. 7	9. 0	19. 3	10. 0	7. 6
Clams	. 9	1. 7	1. 2	3. 4	1. 6
No particular kind	5. 5	3. 3	4. 9	3. 4	4. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	204	126	79	96	505
Number of answers [1]	238	122	83	120	563

[1] A few respondents did not answer this question, and some gave more than one kind.

8a. Have you served frozen fish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	51. 8	62. 2	42. 9	51. 9	52.
No	48. 0	37. 7	56. 5	47. 2	47.
Don't know	-------	-------	. 4	. 9	.
No answer	. 2	. 1	. 2	-------	.
Total	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	685	732	734	322	2, 47

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	41. 3	51. 3	56. 6	57. 6	60. 2	51. 4	52.
No	58. 3	48. 4	43. 2	42. 4	39. 8	48. 0	47.
Don't know	-------	. 3	. 2	-------	-------	. 4	
No answer	. 4	-------	-------	-------	-------	. 2	
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	287	447	380	215	196	948	2, 47

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	53. 7	51. 8	52. 2	54. 8	60. 6	49. 3	39.
No	45. 9	47. 9	47. 4	44. 7	39. 2	50. 5	59.
Don't know	. 4	. 2	. 3	. 4	. 2	. 2	-------
No answer	-------	. 1	. 1	. 1	-------	-------	
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	571	1, 902	2, 473	931	620	406	5

b. When was the last time you served frozen fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
n past week	24. 2	14. 9	18. 4	16. 8	18. 6
n past month	42. 8	44. 2	38. 1	36. 5	41. 3
n past year	24. 2	31. 9	32. 7	30. 5	30. 0
Don't remember	5. 1	9. 0	10. 8	13. 2	8. 8
No answer	3. 7			3. 0	1. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
n past week	14. 3	20. 0	16. 3	12. 8	18. 6	21. 4	18. 6
n past month	42. 9	39. 6	49. 3	43. 2	41. 5	37. 7	41. 3
n past year	30. 3	29. 6	30. 2	31. 2	33. 1	28. 5	30. 0
Don't remember	11. 8	8. 7	3. 7	7. 2	5. 9	11. 8	8. 8
No answer	. 7	2. 1	. 5	5. 6	. 9	. 6	1. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
n past week	15. 9	19. 5	18. 6	18. 6	18. 4	19. 0	18. 5
n past month	40. 4	41. 6	41. 3	39. 6	45. 7	37. 0	41. 7
n past year	30. 3	29. 6	30. 0	29. 4	28. 2	31. 5	32. 0
Don't remember	12. 4	7. 8	8. 8	11. 2	6. 1	10. 0	7. 3
No answer	1. 0	1. 5	1. 3	1. 2	1. 6	2. 5	. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

8c. Is there any particular season that you serve frozen fish more often than other seasons?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Summer	2. 5	1. 8	3. 1	1. 8	2. 3
Fall	. 3	. 9	5. 1	-------	1. 6
Winter	5. 9	7. 9	8. 3	2. 4	6. 7
Spring	5. 6	4. 0	3. 8	8. 4	5. 0
No particular season	81. 2	84. 1	76. 8	85. 0	81. 7
No answer	4. 5	1. 3	2. 9	2. 4	2. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Summer	5. 9	1. 7	3. 3	2. 4	0. 8	2. 9	2. 3
Fall	2. 5	3. 0	-------	-------	. 8	2. 1	1. 6
Winter	6. 7	6. 9	7. 9	8. 8	6. 8	5. 6	6. 7
Spring	3. 4	9. 6	4. 7	2. 4	4. 2	4. 1	5. 0
No particular season	81. 5	78. 8	82. 8	86. 4	87. 4	84. 9	81. 7
No answer	-------	-------	1. 3	-------	-------	. 4	2. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Summer	2. 9	2. 1	2. 3	2. 9	3. 2	--------	1. 5
Fall	3. 3	1. 1	1. 6	2. 4	1. 1	1. 0	1. 5
Winter	7. 5	6. 5	6. 7	8. 4	7. 2	4. 5	3. 9
Spring	6. 5	4. 5	5. 0	5. 1	6. 9	3. 5	2. 4
No particular season	77. 8	82. 9	81. 7	79. 2	78. 4	87. 0	88. 3
No answer	2. 0	2. 9	2. 7	2. 0	3. 2	4. 0	2. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

8e. Is there a particular day of the week that you serve frozen fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Monday	0. 3	--------	1. 0	--------	0. 2
Tuesday	--------	--------	--------	0. 6	. 1
Wednesday	1. 1	--------	--------	--------	. 3
Thursday	1. 1	--------	1. 0	--------	. 5
Friday	53. 8	31. 4	25. 1	34. 7	36. 6
Saturday	. 3	. 4	2. 9	--------	. 9
Sunday	--------	--------	1. 0	--------	. 2
No particular day	42. 0	67. 3	67. 6	63. 5	60. 0
No answer	1. 4	0. 9	1. 4	1. 2	1. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

8e. Is there a particular day of the week that you serve frozen fish?—Con.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Monday	2.5	-------	-------	-------	-------	-------	0.2
Tuesday	-------	-------	-------	0.8	-------	-------	.1
Wednesday	-------	-------	0.5	-------	-------	0.6	.3
Thursday	1.7	-------	.5	-------	2.5	.2	.5
Friday	25.2	35.2	51.2	33.6	40.7	33.0	36.6
Saturday	2.5	.4	-------	1.6	.8	1.0	.9
Sunday	-------	-------	.5	-------	-------	.4	.2
No particular day	68.1	62.6	46.8	60.8	53.4	63.8	60.0
No answer	-------	1.8	.5	3.2	2.6	1.0	1.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	119	230	215	125	118	485	1,292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Monday	1.3	-------	0.2	0.6	0.3	-------	-------
Tuesday	-------	0.1	.1	-------	-------	-------	0.5
Wednesday	-------	.4	.3	.2	.5	-------	.5
Thursday	.7	.5	.5	.6	.3	0.5	1.0
Friday	22.1	40.9	36.6	22.7	42.3	48.5	48.0
Saturday	2.0	.6	.9	1.5	.5	.5	.5
Sunday	-------	.3	.2	.4	.3	-------	-------
No particular day	72.3	56.1	60.0	72.2	55.3	48.5	49.0
No answer	1.6	1.1	1.2	1.8	.5	2.0	.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	307	985	1,292	510	376	200	206

8f. What do you particularly like about frozen fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Taste:					
Like the flavor	19.4	17.8	23.7	23.9	20.5
Flavor uniform	3.4	1.3	1.4	2.0	2.0
Children like it	.6	----	----	1.3	.4
Total	23.4	19.1	25.1	27.2	22.9
Preparation:					
Easy to prepare	35.7	38.1	43.0	35.1	38.3
Cooks better	----	----	----	1.3	.2
Is cleaned	9.1	1.8	2.9	----	3.8
Total	44.8	39.9	45.9	36.4	42.3
Storage: Easy to store in refrigerator	14.1	12.3	7.5	13.2	11.7
Availability: Easily available	3.5	7.8	8.2	6.0	6.5
Price: Cheaper	2.8	2.9	3.9	4.6	3.4
Nutrition: Nutritious, healthful	.3	.8	.4	----	.4
Habit	----	----	----	.7	.1
Miscellaneous:					
No bones	4.1	8.4	5.4	4.5	5.9
Tender	----	.5	----	.7	.3
Less odor	1.6	.5	----	----	.6
Gives variety to diet	5.1	7.5	3.2	6.0	5.5
Like its appearance	.3	.3	.4	.7	.4
Total	11.1	17.2	9.0	11.9	12.7
Grand total	100.0	100.0	100.0	100.0	100.0
Number of answers [1]	319	383	279	151	1,132

[1] Of the 1,292 respondents asked this question, some did not answer and a few gave more than one answer.

8g. Can you generally get the kind of frozen fish you want?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	79. 7	73. 4	78. 7	67. 1	75. 6
No	1. 4	6. 6	5. 4	4. 2	4. 6
Don't know	2. 0	4. 4	3. 8	3. 0	3. 4
No answer	16. 9	15. 6	12. 1	25. 7	16. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	76. 5	77. 8	77. 2	72. 8	82. 2	72. 8	75. 6
No	5. 0	3. 5	4. 7	4. 8	4. 2	4. 9	4. 6
Don't know	2. 5	2. 2	3. 3	4. 0	. 8	4. 8	3. 4
No answer	16. 0	16. 5	14. 8	18. 4	12. 8	17. 5	16. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	73. 6	76. 2	75. 6	71. 8	79. 0	71. 5	83. 0
No	3. 6	4. 9	4. 6	5. 3	4. 3	5. 0	2. 9
Don't know	6. 5	2. 4	3. 4	5. 3	1. 8	2. 5	2. 4
No answer	16. 3	16. 5	16. 4	17. 6	14. 9	21. 0	11. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

8h. What kind of frozen fish do you usually serve?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Ocean perch	13. 2	30. 9	31. 2	2. 6	22. 2
Haddock	31. 8	17. 8	11. 6	7. 1	18. 8
Flounder	16. 2	3. 9	12. 5	19. 8	11. 3
Halibut	8. 4	8. 1	2. 0	22. 9	8. 7
Cod	8. 4	9. 2	3. 0	6. 1	7. 2
Salmon	2. 1	5. 0	3. 0	16. 9	5. 2
Whiting	. 3	1. 6	. 9	3. 1	1. 3
Swordfish	2. 0	. 2	. 3	. 5	. 8
Mackerel	2. 0				. 5
Mullet		. 2	1. 2		. 4
Red snapper	. 3		1. 2		. 4
Smelt [1]		. 6		. 5	. 3
Croaker			1. 2		. 3
Red drum	. 3		. 6		. 2
Perch	. 4		. 3		. 2
Shad	. 3		. 3		. 2
Herring [1]		. 6			. 2
Bluefish	. 5				. 2
Eel	. 3				. 1
Steakfish (shark)			. 3		. 1
Rockfish				. 5	. 1
All fresh-water species [2]	. 1	11. 7	7. 8	8. 2	7. 3
No particular kind	13. 4	10. 2	22. 6	11. 8	14. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292
Number of answers [3]	427	563	336	196	1, 522

[1] Unable to distinguish between fresh-water and salt-water varieties.
[2] Excluding a small amount of those varieties marked with footnote 1.
[3] A few respondents did not answer this question, and some gave more than one kind.

9a. Have you served fresh fish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	76. 4	62. 7	71. 0	71. 1	70. 0
No	23. 1	36. 9	28. 2	28. 9	29. 4
Don't know	. 1	. 4	. 3	-------	. 3
No answer	. 4	-------	. 5	-------	. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	685	732	734	322	2, 473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	67. 0	72. 0	73. 2	75. 5	75. 0	66. 5	70. 0
No	32. 4	27. 3	26. 6	24. 5	25. 0	32. 7	29. 4
Don't know	. 3	-------	-------	-------	-------	. 5	. 3
No answer	. 3	. 7	. 2	-------	-------	. 3	. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	63. 0	72. 1	70. 0	61. 1	67. 6	82. 3	79. 5
No	36. 6	27. 3	29. 4	38. 3	31. 6	17. 2	20. 3
Don't know	. 4	. 2	. 3	. 4	. 2	. 3	-------
No answer	-------	. 4	. 3	. 2	. 6	. 2	. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

9b. When was the last time you served fresh fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
In past week	27. 9	8. 7	24. 4	24. 5	21. 1
In past month	40. 5	31. 4	33. 0	31. 9	35. 0
In past year	24. 7	49. 2	28. 8	24. 5	32. 4
Don't remember	4. 9	8. 9	11. 3	15. 3	9. 2
No answer	2. 0	1. 8	2. 5	3. 8	2. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	523	459	521	229	1, 732

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
In past week	24. 5	21. 4	19. 4	20. 9	17. 0	22. 2	21. 1
In past month	31. 3	33. 9	37. 4	40. 5	34. 7	33. 5	35. 0
In past year	31. 3	33. 5	35. 0	30. 1	38. 1	30. 3	32. 4
Don't remember	10. 9	8. 4	5. 4	5. 5	7. 5	12. 2	9. 2
No answer	2. 0	2. 8	2. 8	3. 0	2. 7	1. 8	2. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	192	322	278	163	147	630	1, 732

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
In past week	16. 7	22. 5	21. 1	16. 7	16. 5	26. 0	28. 8
In past month	32. 8	35. 2	35. 0	29. 4	37. 0	36. 5	38. 3
In past year	36. 7	31. 3	32. 4	38. 7	39. 1	23. 7	23. 9
Don't remember	12. 2	8. 3	9. 2	12. 6	4. 8	10. 5	8. 0
No answer	1. 6	2. 7	2. 3	2. 6	2. 6	3. 3	1. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	360	1, 372	1, 732	569	419	334	410

9c. Is there any particular season that you serve fresh fish more often than other seasons?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Summer	6. 1	21. 8	13. 4	14. 0	13. 5
Fall	. 4	. 2	5. 8	. 9	2. 0
Winter	4. 8	2. 0	4. 6	3. 1	3. 8
Spring	4. 8	8. 5	6. 3	3. 5	6. 1
No particular season	80. 9	63. 4	64. 1	74. 7	70. 4
No answer	3. 0	4. 1	5. 8	3. 8	4. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	523	459	521	229	1, 732

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Summer	16. 1	13. 4	13. 7	16. 0	9. 5	13. 0	13. 5
Fall	3. 1	1. 9	. 2	1. 8	1. 4	2. 7	2. 0
Winter	4. 7	4. 7	3. 2	4. 9	2. 0	3. 3	3. 8
Spring	4. 2	9. 6	5. 2	3. 6	6. 1	5. 9	6. 1
No particular season	66. 7	67. 4	73. 7	69. 9	75. 5	70. 5	70. 4
No answer	5. 2	3. 0	4. 0	3. 8	5. 5	4. 6	4. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	192	322	278	163	147	630	1, 732

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Summer	18. 6	12. 2	13. 5	19. 0	17. 2	6. 0	8. 3
Winter	4. 5	1. 4	2. 0	3. 7	1. 9	1. 5	. 2
Fall	2. 8	4. 0	3. 8	3. 3	3. 1	5. 4	3. 7
Spring	10. 8	4. 8	6. 1	9. 3	8. 1	3. 0	2. 0
No particular season	59. 4	73. 2	70. 4	59. 4	65. 9	79. 0	83. 4
No answer	3. 9	4. 4	4. 2	5. 3	3. 8	5. 1	2. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	316	1, 372	1, 732	569	419	334	410

9e. Is there a particular day of the week that you serve fresh fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Monday	0. 4	0. 2			0. 2
Tuesday	. 8		0. 2	0. 4	. 3
Wednesday	1. 1		. 2		. 4
Thursday	2. 1	. 2	1. 3	. 4	1. 2
Friday	52. 2	28. 3	21. 7	31. 9	34. 0
Saturday	. 6	. 2	6. 3		2. 1
Sunday	. 4	. 2	. 2	. 4	. 3
No particular day	41. 3	68. 2	66. 6	62. 0	58. 8
No answer	1. 1	2. 7	3. 5	4. 9	2. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	523	459	521	229	1, 732

9e. Is there a particular day of the week that you serve fresh fish?—Con.

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Monday	-------	-------	-------	0. 6	0. 7	0. 2	0. 2
Tuesday	0. 5	-------	0. 3	1. 2	-------	. 3	. 3
Wednesday	-------	-------	-------	. 6	-------	1. 0	. 4
Thursday	1. 6	0. 3	1. 1	1. 8	2. 7	1. 0	1. 2
Friday	21. 9	33. 2	49. 3	34. 4	34. 0	31. 3	34. 0
Saturday	7. 8	1. 6	1. 3	1. 2	1. 4	1. 4	2. 1
Sunday	-------	. 3	. 3	. 6	-------	. 3	. 3
No particular day	63. 0	60. 3	45. 7	56. 5	59. 8	62. 8	58. 8
No answer	5. 2	4. 3	2. 0	3. 1	1. 4	1. 7	2. 7
Total	100. 0	100. 0	100. 0	100. 0	100 0	100. 0	100. 0
Number interviewed	192	322	278	163	147	630	1, 732

[1] Refusals, don't know, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Monday	-------	0. 2	0. 2	-------	-------	-------	0. 7
Tuesday	0. 3	. 4	. 3	0. 2	0. 2	-------	1. 0
Wednesday	. 3	. 5	. 4	. 4	. 5	0. 3	. 5
Thursday	. 8	1. 2	1. 2	. 9	. 7	1. 5	1. 7
Friday	15. 3	38. 9	34. 0	17. 0	34. 9	47. 3	45. 9
Saturday	4. 7	1. 5	2. 1	4. 2	2. 2	-------	1. 0
Sunday	. 3	. 3	. 3	. 2	. 2	. 3	. 5
No particular day	73. 9	54. 7	58. 8	72. 6	58. 7	48. 2	48. 0
No answer	4. 4	2. 3	2. 7	4. 5	2. 6	2. 4	. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	360	1, 372	1, 732	569	419	334	410

9f. What do you particularly like about fresh fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Taste:					
Like the flavor	66. 5	72. 1	73. 8	39. 0	66. 4
Flavor uniform	-------	. 8	1. 1	4. 5	1. 2
Children like it	. 3	-------	. 2	. 5	. 2
Total	66. 8	72. 9	75. 1	44. 0	67. 8
Preparation:					
Easy to prepare	2. 3	1. 9	2. 2	6. 5	2. 7
Cooks better	1. 0	-------	-------	1. 5	. 5
Is cleaned	-------	-------	-------	. 5	. 1
Good for cocktails, salads, etc	-------	-------	. 2	-------	. 1
No thawing required	. 5	-------	-------	-------	. 2
Total	3. 8	1. 9	2. 4	8. 5	3. 6
Availability:					
Easily available	-------	. 6	. 4	5. 5	1. 1
Go sport fishing	-------	6. 1	5. 8	10. 5	4. 9
Total	-------	6. 7	6. 2	16. 0	6. 0
Price: Cheaper	9. 8	3. 1	4. 5	5. 0	5. 7
Nutrition: Nutritious, healthful	2. 5	2. 5	3. 3	1. 0	2. 5
Habit	2. 5	4. 2	2. 2	6. 0	3. 3
Miscellaneous:					
No bones [1]	1. 0	-------	1. 1	1. 0	. 7
Tender	-------	. 3	. 2	-------	. 2
Less odor	-------	. 9	-------	-------	. 2
Gives variety to diet	12. 6	7. 5	5. 0	15. 0	9. 1
Like its appearance	. 5	-------	-------	-------	. 2
Buy whole for baking	. 5	-------	-------	-------	. 2
Not as moist as frozen	-------	-------	-------	3. 5	. 5
Total	14. 6	8. 7	6. 3	19. 5	11. 1
Grand total	100. 0	100. 0	100. 0	100. 0	100. 0
Number of answers [2]	397	359	461	200	1, 417

[1] Refers to steaked fish.

[2] Of the 1,732 respondents asked this question, some did not answer and a few gave more than one answer.

9g. Can you generally get the kind of fresh fish you want?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	73. 8	45. 8	60. 5	55. 0	60. 0
No	7. 1	25. 3	13. 6	11. 8	14. 5
Don't know	2. 6	9. 4	7. 3	2. 2	5. 7
No answer	16. 5	19. 5	18. 6	31. 0	19. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	523	459	521	229	1, 732

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	50. 0	57. 8	65. 5	63. 8	70. 1	58. 1	60. 0
No	21. 4	13. 4	16. 2	16. 0	11. 6	12. 5	14. 5
Don't know	5. 7	4. 0	2. 5	4. 9	. 6	9. 5	5. 7
No answer	22. 9	24. 8	15. 8	15. 3	17. 7	19. 9	19. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	192	322	278	163	147	630	1, 732

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	52. 2	61. 9	60. 0	48. 0	57. 0	66. 8	73. 6
No	17. 2	13. 8	14. 5	20. 0	19. 8	6. 9	7. 6
Don't know	10. 9	4. 4	5. 7	10. 0	3. 1	3. 6	4. 4
No answer	19. 7	19. 9	19. 8	22. 0	20. 1	22. 7	14. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	360	1, 372	1, 732	569	419	334	410

9h. What kind of fresh fish do you usually serve?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Flounder	13. 5	-------	5. 4	8. 4	7. 2
Salmon	4. 9	3. 1	. 3	21. 2	5. 2
Halibut	6. 1	4. 1	. 2	14. 7	5. 1
Haddock	12. 1	2. 5	1. 1	-------	5. 1
Perch [1]	2. 4	10. 4	2. 7	4. 4	4. 6
Mackerel	7. 2	1. 0	3. 0	1. 4	3. 8
Cod	7. 5	1. 4	. 2	5. 1	3. 6
Mullet	-------	. 6	11. 9	-------	3. 5
Swordfish	6. 3	. 2	. 2	-------	2. 3
Sea trout (weakfish)	1. 8	. 4	4. 0	1. 1	2. 0
Red snapper	. 2	. 6	5. 2	1. 8	1. 9
Croaker	. 3	-------	3. 5	-------	1. 1
Whiting	1. 4	1. 0	. 7	. 3	1. 0
Smelt [1]	1. 2	1. 0	-------	1. 4	. 8
Butterfish	1. 7	-------	. 7	. 3	. 8
Scup (porgy)	1. 8	-------	. 9	-------	. 8
Bluefish	1. 8	-------	-------	-------	. 6
Sea bass	1. 5	-------	. 3	-------	. 6
Spot	. 2	-------	2. 0	-------	. 6
Striped bass	-------	-------	1. 8	. 3	. 5
Barracuda	-------	-------	-------	3. 7	. 5
Shad	. 8	-------	. 3	-------	. 4
Tuna	-------	-------	-------	2. 2	. 3
Herring [1]	-------	1. 0	-------	-------	. 3
King whiting	. 2	-------	. 5	-------	. 2
Eel	. 6	-------	-------	-------	. 2
Steakfish (shark)	-------	-------	. 2	-------	. 1
Swellfish	. 3	-------	-------	-------	. 1
Red drum	-------	-------	. 3	-------	. 1
Kingfish (California)	-------	-------	-------	. 8	. 1
Bonito	. 2	-------	-------	-------	. 1
Pollock	. 2	-------	-------	-------	. 1
Pompano	-------	-------	. 2	-------	. 1
Grouper	-------	-------	. 3	-------	. 1
Cabrillo	-------	-------	-------	. 3	. 1
All fresh-water species [2]	11. 9	58. 7	35. 9	17. 2	30. 8
No particular kind	13. 9	14. 0	18. 2	15. 4	15. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	523	459	521	229	1, 732
Number of answers [3]	718	510	604	273	2, 105

[1] Unable to distinguish between fresh-water and salt-water varieties.
[2] Excluding a small amount of those varieties marked with footnote 1.
[3] A few respondents did not answer this question, and some gave more than one kind.

CANNED FISH

10a. Have you served canned fish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	79. 4	79. 9	71. 5	83. 2	77. 7
No	19. 6	19. 4	26. 2	15. 8	21. 0
Don't know	. 1	-------	1. 0	. 7	. 4
No answer	. 9	. 7	1. 3	. 3	. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	685	732	734	322	2, 473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	76. 3	78. 5	82. 1	83. 3	82. 2	73. 8	77. 7
No	22. 0	20. 4	17. 1	15. 2	16. 8	24. 7	21. 0
Don't know	. 3	. 2	-------	-------	-------	. 8	. 4
No answer	1. 4	. 9	. 8	1. 5	1. 0	. 7	. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	77. 1	78. 0	77. 7	76. 4	80. 2	79. 8	75. 4
No	21. 2	20. 9	21. 0	22. 0	19. 0	19. 0	23. 1
Don't know	1. 0	. 2	. 4	. 8	. 2	. 2	. 2
No answer	. 7	. 9	. 9	. 8	. 6	1. 0	1. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

10h. What kind of canned fish do you usually serve?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Salmon	37. 0	51. 0	54. 5	33. 7	45. 3
Tuna	51. 1	36. 4	26. 8	51. 2	40. 3
Sardines	7. 1	8. 5	12. 8	11. 5	9. 5
Mackerel	. 7	1. 1	2. 7	. 8	1. 4
Cod	1. 5	. 5	. 6	. 3	. 7
Herring	. 3	----	. 4	----	. 2
Anchovies	. 4	----	----	----	. 2
Caviar	----	----	----	. 3	. 1
Fish flakes	. 2	----	----	----	. 1
Kippers	. 2	----	----	----	. 1
Shad	. 2	----	----	----	. 1
No particular kind	1. 3	2. 5	2. 2	2. 2	2. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	544	585	525	268	1, 922
Number of answers [1]	804	796	702	365	2, 667

[1] A few respondents did not answer this question, and some gave more than one product.

CURED FISH

11a. Have you served cured fish during the past year?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	29. 1	21. 0	9. 9	23. 3	20. 3
No	65. 1	74. 9	82. 6	71. 4	74. 0
Don't know	. 4	. 1	. 8	1. 2	. 6
No answer	5. 4	4. 0	6. 7	4. 1	5. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	685	732	734	322	2, 473

11a. Have you served cured fish during the past year?—Continued

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	14. 3	23. 5	22. 6	26. 9	28. 6	16. 4	20. 3
No	78. 4	71. 1	71. 8	66. 2	66. 8	78. 1	74. 0
Don't know	. 3	. 7	. 3	2. 3	. 5	. 3	. 6
No answer	7. 0	4. 7	5. 3	4. 6	4. 1	5. 2	5. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	14. 7	21. 9	20. 3	14. 1	19. 0	23. 7	30. 2
No	79. 2	72. 5	74. 0	79. 0	75. 2	70. 9	65. 9
Don't know	. 3	. 6	. 6	. 6	. 5	. 2	. 8
No answer	5. 8	5. 0	5. 1	6. 3	5. 3	5. 2	3. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

11h. What kind of cured fish do you usually serve?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Herring	33. 2	62. 3	39. 2	27. 8	39. 3
Salmon	12. 2	3. 7	7. 2	33. 7	13. 2
Cod	11. 7	3. 7	-------	10. 8	8. 1
Mackerel	9. 7	. 8	23. 2	-------	8. 0
Whitefish	10. 5	7. 3	2. 9	3. 6	7. 6
Sardine	6. 7	8. 2	2. 9	4. 8	6. 2
Finnan haddie	2. 9	4. 5	-------	4. 8	3. 2
Mullet	-------	-------	11. 6	-------	1. 6
Swordfish	. 8	. 8	-------	3. 6	1. 2
Anchovies	. 4	. 8	-------	2. 4	. 8
Blind robin	. 8	1. 8	-------	-------	. 8
Eel	1. 2	-------	-------	-------	. 6
Spot	-------	-------	4. 3	-------	. 6
Carp	. 8	-------	-------	-------	. 4
Bloater	. 8	-------	-------	-------	. 4
Butterfish	. 4	-------	1. 5	-------	. 4
Halibut	. 4	. 8	-------	-------	. 4
Barracuda	-------	-------	-------	1. 2	. 2
Flounder	. 4	-------	-------	-------	. 2
Sea bass	. 4	-------	-------	-------	. 2
Shrimp	-------	-------	-------	1. 2	. 2
Trout	-------	. 8	-------	-------	. 2
No particular kind	6. 7	4. 5	7. 2	6. 1	6. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	199	154	73	75	501
Number of answers [1]	239	110	69	83	501

[1] Most respondents named a species or several species in their replies and did not indicate the specific type of cure. A few respondents did not answer this question, and some gave more than one species or product.

12. If it cost you the same amount to serve your family fresh fish or froze fish, which would you prefer?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Fresh fish	56. 2	52. 7	63. 9	57. 5	57.
Frozen fish	20. 3	25. 3	15. 9	16. 7	20.
No preference	17. 5	15. 0	11. 3	17. 4	14.
No answer	6. 0	7. 0	8. 9	8. 4	7.
Total	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	685	732	734	322	2, 47

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Fresh fish	61. 0	58. 2	58. 4	55. 8	52. 5	57. 5	57.
Frozen fish	13. 6	21. 7	23. 4	24. 2	27. 6	17. 3	20.
No preference	11. 8	14. 5	12. 1	16. 3	15. 3	16. 8	14.
No answer	13. 6	5. 6	6. 1	3. 7	4. 6	8. 4	7.
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	287	447	380	215	196	948	2, 47

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Fresh fish	55. 9	58. 1	57. 6	55. 4	55. 5	60. 8	61.
Frozen fish	18. 9	20. 4	20. 0	20. 8	22. 7	17. 2	17.
No preference	15. 6	14. 7	14. 9	13. 4	15. 2	17. 5	15.
No answer	9. 6	6. 8	7. 5	10. 4	6. 6	4. 5	5.
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	571	1, 902	2, 473	931	620	406	51

13. What would you say is the main advantage of serving "fresh" or "frozen" fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
FRESH FISH:					
Taste	64.3	71.6	76.6	31.6	65.0
Preparation:					
Ease of preparation	4.9	5.0	3.8	10.1	5.3
No thawing	2.7	5.0	2.5	6.4	3.9
Fries better	2.0				.6
Total	9.6	10.0	6.3	16.5	9.8
Availability:					
Available	.9	1.8	2.0	8.2	2.6
More kinds available				2.8	.4
Go sport fishing		2.1	1.2	3.7	1.5
Total	.9	3.9	3.2	14.7	4.5
Price	6.7	1.0	3.8	4.2	3.9
Quality:					
Sure of freshness	7.4	7.9	4.7	16.0	8.0
Sure of quality		.5	.4	6.5	1.3
Total	7.4	8.4	5.1	22.5	9.3
Nutritious	3.2	2.8	3.4	3.2	3.2
Habit	7.9	1.0	1.4	5.5	3.7
Miscellaneous:					
Like its appearance				.9	.1
Packaging				.9	.1
Less odor		1.3	.2		.4
Total		1.3	.2	1.8	.6
Grand total	100.0	100.0	100.0	100.0	100.0
Number interviewed	385	386	469	185	1,425
Number of answers [1]	403	380	445	218	1,446
FROZEN FISH:					
Taste	3.5	9.8	15.1	21.5	10.3
Preparation:					
Ease of preparation	36.4	39.3	54.8	23.1	40.1
Cleaned	22.0	4.2	3.9	6.1	9.6
Total	58.4	43.5	58.7	29.2	49.7

13. What would you say is the main advantage of serving "fresh" or "frozen fish?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS—Continued

Reply	North-east	North central	South	West	All regions
FROZEN FISH—Continued					
Storage: Easy to store in refrigerator	18.5	20.8	7.9	20.0	17.4
Availability	2.3	8.3	.8	4.6	4.5
Price: Cheaper	2.3	2.3	2.4	4.6	2.6
Quality:					
Sure of freshness	--------	3.7	3.2	10.8	3.2
Sure of quality	6.3	1.9	1.6	3.1	3.2
Total	6.3	5.6	4.8	13.9	6.4
Nutritious	--------	1.4	--------	--------	.5
Miscellaneous:					
Packaging	1.7	--------	--------	--------	.5
Less odor	3.5	1.4	1.6	1.6	2.0
No bones	3.5	6.9	8.7	4.6	6.1
Total	8.7	8.3	10.3	6.2	8.6
Grand total	100.0	100.0	100.0	100.0	100.0
Number interviewed	139	185	117	54	495
Number of answers [1]	173	216	126	65	580

[1] A few respondents did not answer this question, and some gave more than one answer.

14. Is there anyone in your family who will eat fresh fish but will not eat frozen fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	12.4	9.0	7.9	13.0	10.1
No	70.0	76.6	69.5	66.8	71.3
Don't know	11.6	6.6	13.4	10.9	10.0
No answer	6.0	7.8	9.2	9.3	8.6
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	685	732	734	322	2,473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	9. 7	11. 6	11. 6	10. 2	6. 1	9. 8	10. 1
No	64. 8	69. 4	74. 7	74. 5	84. 2	69. 5	71. 3
Don't know	11. 8	12. 6	8. 4	10. 2	4. 1	11. 4	10. 6
No answer	13. 7	6. 4	5. 3	5. 1	5. 6	9. 3	8. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	4. 7	11. 8	10. 1	6. 1	9. 1	13. 8	15. 9
No	73. 0	70. 8	71. 3	73. 0	78. 2	68. 7	62. 2
Don't know	12. 5	10. 0	10. 6	10. 4	5. 3	12. 6	15. 5
No answer	9. 8	7. 4	8. 0	10. 5	7. 4	4. 9	6. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

15. How many are children under 15 and how many are adults that will not eat frozen fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Children under 15	1. 9	2. 0	1. 2	3. 9	2. 1
Adults	4. 4	3. 4	2. 7	5. 0	3. 7
Percentages based on number in samples:					
Children under 15	561	736	827	406	2, 530
Adults	1, 822	1, 811	1, 878	742	6, 253

16. Generally speaking, do you think people serve fish more often when meats go up in price or not?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	51. 8	50. 4	54. 1	54. 3	52. 4
No	18. 0	15. 3	6. 8	12. 7	13. 2
Don't know	22. 9	25. 7	27. 7	22. 7	25. 1
No answer	7. 3	8. 6	11. 4	10. 3	9. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	685	732	734	322	2, 473

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	48. 4	56. 8	49. 7	56. 3	55. 6	51. 1	52. 4
No	7. 4	15. 9	19. 5	14. 0	18. 4	9. 9	13. 2
Don't know	27. 5	19. 9	22. 4	23. 3	19. 4	29. 5	25. 1
No answer	16. 7	7. 4	8. 4	6. 4	6. 6	9. 5	9. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	287	447	380	215	196	948	2, 473

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	47. 5	53. 9	52. 4	49. 1	53. 1	54. 9	55. 6
No	9. 3	14. 4	13. 2	10. 5	12. 7	13. 3	18. 4
Don't know	32. 0	23. 0	25. 1	28. 7	24. 8	25. 4	18. 8
No answer	11. 2	8. 7	9. 3	11. 7	9. 4	6. 4	7. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	571	1, 902	2, 473	931	620	406	516

17. Is there any particular reason why you don't use frozen fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Don't like the taste	48.8	57.8	41.4	55.2	48.9
Price: Higher	14.5	8.8	11.2	11.2	11.8
Less available	3.8	2.8	15.9	5.6	7.9
Prefer fresh fish:					
Prejudiced to fresh fish	12.6	8.3	4.2	15.2	9.3
Fresh available	----	2.8	6.7	3.2	3.2
Go sport fishing	----	.6	5.0	3.2	2.2
Total	12.6	11.7	15.9	21.6	14.7
Other competitive foods:					
Supply of meat	----	----	2.6	----	.9
Miscellaneous foods	.6	----	.6	----	.4
Total	.6	----	3.2	----	1.3
Preparation:					
Thawing	1.9	1.1	.3	1.6	1.2
Trouble to cook	2.5	1.7	.3	.8	1.4
Total	4.4	2.8	.6	2.4	2.6
Health:					
Less nutritious than fresh	1.9	----	----	.8	.8
Allergy	.9	----	----	----	.3
Diet restricted	----	1.1	.3	----	.3
Total	2.8	1.1	.3	.8	1.4
Odor	1.6	3.9	----	.8	1.4
Storage:					
Haven't suitable refrigeration	----	----	1.3	----	.4
Too much in package	.6	.6	----	1.6	.6
Total	.6	.6	1.3	1.6	1.0
Quality:					
Soft, moist, etc	.9	1.6	.3	.8	.8
Can't tell quality	----	.6	.7	----	.3
Total	.9	2.2	1.0	.8	1.1
Never tried it	9.4	8.3	9.2	----	7.9
Grand total	100.0	100.0	100.0	100.0	100.0
Number of answers [1]	318	180	314	125	937

[1] Of the 1,172 respondents who did not serve frozen fish, some did not answer this question and a few gave more than one answer.

18. Which do you use more often—fresh or frozen shellfish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Fresh shellfish	47. 0	35. 3	49. 1	35. 9	42. 4
Frozen shellfish	20. 0	48. 5	34. 0	46. 2	35. 2
About the same	33. 0	16. 2	16. 9	17. 9	22. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number of answers [1]	85	68	53	39	245

[1] This question was asked an undetermined number of respondents who served both fresh and frozen shellfish, and percentages are based on the number of answers. Exercise care in using data.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Fresh shellfish	40. 0	35. 7	43. 6	52. 2	36. 0	46. 9	42. 4
Frozen shellfish	30. 0	38. 1	33. 3	26. 1	40. 0	34. 6	35. 2
About the same	30. 0	26. 2	23. 1	21. 7	24. 0	18. 5	22. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number of answers [2]	10	42	39	23	50	81	245

[1] Refusals, don't know, etc.

[2] This question was asked an undetermined number of respondents who served both fresh and frozen shellfish, and percentages are based on the number of answers. Exercise care in using data.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Fresh shellfish	45. 2	42. 1	42. 4	40. 4	42. 7	38. 9	47. 5
Frozen shellfish	41. 9	34. 1	35. 2	38. 6	34. 7	31. 5	35. 6
About the same	12. 9	23. 8	22. 4	21. 0	22. 6	29. 6	16. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number of answers [1]	31	214	245	57	75	54	59

[1] This question was asked an undetermined number of respondents who served both fresh and frozen shellfish, and percentages are based on the number of answers. Exercise care in using data.

9. Which do you use more often—fresh or frozen fish?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
resh fish	42.0	27.9	47.2	38.7	38.3
rozen fish	35.8	61.2	43.5	36.0	45.8
bout the same	22.2	10.9	9.3	25.3	15.9
Total	100.0	100.0	100.0	100.0	100.0
umber of answers [1]	243	258	193	111	805

[1] This question was asked an undetermined number of respondents who served both fresh and frozen fish, id percentages are based on the number of answers. Exercise care in using data.

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
resh fish	39.7	41.3	39.4	35.8	31.4	38.6	38.3
rozen fish	42.5	45.5	49.3	43.2	46.5	45.7	45.8
bout the same	17.8	13.2	11.3	21.0	22.1	15.7	15.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
umber of answers [2]	73	143	142	81	86	280	805

[1] Refusals, don't know, etc.

[2] This question was asked an undetermined number of respondents who served both fresh and frozen fish, id percentages are based on the number of answers. Exercise care in using data.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
resh fish	37.4	38.5	38.3	33.8	40.6	39.7	42.2
rozen fish	48.0	45.3	45.8	53.2	44.2	39.0	40.1
bout the same	14.6	16.2	15.9	13.0	15.2	21.3	17.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
umber of answers [1]	171	634	805	293	224	141	147

[1] This question was asked an undetermined number of respondents who served both fresh and frozen fish, id percentages are based on the number of answers. Exercise care in using data.

20. How about frozen fish—do you think people buy frozen fish mor often when meat prices go up than they ordinarily do or not?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	52. 4	57. 1	59. 4	56. 3	56.
No	16. 9	14. 1	7. 6	12. 0	13.
Don't know	26. 8	25. 5	30. 2	25. 1	26.
No answer	3. 9	3. 3	2. 8	6. 6	3.
Total	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	355	455	315	167	1, 29

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	51. 3	55. 7	58. 6	60. 0	58. 5	55. 3	56.
No	6. 7	13. 5	19. 5	11. 2	16. 9	10. 9	13.
Don't know	39. 5	23. 9	20. 9	24. 0	20. 3	30. 3	26.
No answer	2. 5	6. 9	1. 0	4. 8	4. 3	3. 5	3.
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	119	230	215	125	118	485	1, 29

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	51. 5	57. 8	56. 3	57. 5	56. 9	49. 0	59.
No	11. 7	13. 4	13. 0	11. 2	14. 4	13. 0	15.
Don't know	33. 6	24. 9	26. 9	27. 8	25. 5	32. 0	22.
No answer	3. 2	3. 9	3. 8	3. 5	3. 2	6. 0	3.
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	307	985	1, 292	510	376	200	20

1. What methods of cooking frozen fish do you usually use—that is, frying, baking, broiling, boiling, or any other way?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
rying	49. 9	73. 7	78. 4	56. 2	65. 9
aking	11. 6	3. 8	3. 2	3. 1	5. 7
oiling	. 5	. 6	-------	2. 1	. 6
rying and baking	14. 9	5. 9	4. 0	15. 1	9. 2
rying and boiling	1. 2	-------	1. 4	3. 6	1. 2
rying, baking, and boiling	. 5	. 2	. 9	1. 6	. 6
roiling:					
Flame	16. 4	11. 7	7. 8	4. 2	11. 1
Electric	5. 0	4. 1	4. 3	14. 1	5. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0
umber interviewed	355	455	315	167	1, 292
umber of answers [1]	403	506	348	192	1, 449

[1] This question was asked the 1,292 respondents who served frozen fish, and some gave more than one answer.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
rying	81. 3	68. 8	63. 7	64. 7	45. 3	67. 8	65. 9
aking	3. 9	4. 2	7. 1	3. 7	11. 5	5. 3	5. 7
oiling	-------	. 8	. 4	-------	-------	1. 1	. 6
rying and baking	3. 9	7. 6	8. 8	11. 0	11. 5	10. 3	9. 2
rying and boiling	-------	. 4	1. 3	1. 5	2. 7	1. 3	1. 2
rying, baking, and boiling	. 7	. 3	. 4	-------	2. 0	. 5	. 6
roiling:							
Flame	5. 5	11. 8	13. 7	14. 0	16. 2	8. 6	11. 1
Electric	4. 7	6. 1	4. 6	5. 1	10. 8	5. 1	5. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
umber interviewed	119	230	215	125	118	485	1, 292
umber of answers [2]	128	263	240	136	148	534	1, 449

[1] Refusals, don't know, etc.

[2] This question was asked the 1,292 respondents who served frozen fish, and some gave more than one answer.

21. What methods of cooking frozen fish do you usually use—that i frying, baking, broiling, boiling, or any other way?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,00 and over
Frying	80. 4	61. 7	65. 9	78. 4	63. 5	51. 7	54.
Baking	4. 6	6. 1	5. 7	3. 4	8. 0	7. 3	5.
Boiling	. 3	. 7	. 6	-------	1. 6	. 9	-------
Frying and baking	7. 0	9. 8	9. 2	7. 7	8. 2	11. 5	12.
Frying and boiling	-------	1. 5	1. 2	. 6	1. 6	. 9	2.
Frying, baking, and boiling	. 6	. 6	. 6	. 7	. 2	1. 7	-------
Broiling:							
Flame	3. 1	13. 4	11. 1	5. 4	10. 8	19. 6	16.
Electric	4. 0	6. 2	5. 7	3. 8	6. 1	6. 4	9.
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	307	985	1, 292	510	376	200	2(
Number of answers [1]	326	1, 123	1, 449	556	427	234	2:

[1] This question was asked the 1,292 respondents who had served frozen fish, and some gave more than one answ

22. In your experience with frozen fish have you found the quality to h generally the same or does it change from time to time?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All region
Generally the same	81. 1	76. 3	80. 0	75. 4	78.
Changes	9. 9	14. 7	10. 2	10. 8	11.
No opinion	8. 5	8. 4	8. 9	10. 8	8.
No answer	. 5	. 6	. 9	3. 0	1.
Total	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	355	455	315	167	1, 29

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Generally the same	79. 8	79. 1	78. 1	80. 0	73. 7	78. 6	78. 4
Changes	7. 5	13. 5	15. 3	8. 8	20. 3	9. 0	11. 8
No opinion	11. 8	5. 7	5. 6	7. 2	6. 0	12. 4	8. 8
No answer	. 9	1. 7	1. 0	4. 0	-------	--------	1. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Generally the same	79. 8	78. 0	78. 4	79. 6	81. 1	71. 0	77. 7
Changes	9. 1	12. 6	11. 8	10. 2	11. 7	14. 0	13. 6
No opinion	10. 8	8. 2	8. 8	10. 0	6. 7	12. 5	6. 3
No answer	. 3	1. 2	1. 0	. 2	. 5	2. 5	2. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

23. In what way have you found the quality to change?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Taste changes—woody, dry, strong	60. 6	70. 7	69. 7	41. 2	64. 7
Stale, old, not fresh, wormy, spoiled	12. 1	16. 7	21. 2	35. 3	18. 6
Thawed, poor refrigeration	15. 3	1. 4	3. 0	--------	4. 5
Water content excessive	6. 0	--------	--------	17. 6	3. 2
Odor	--------	4. 2	6. 1	--------	3. 2
Discoloration	--------	5. 6	--------	--------	2. 9
Brand and size variations	6. 0	1. 4	--------	5. 9	2. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	35	67	32	18	152
Number of answers [1]	33	73	33	17	156

[1] 11.8 percent of those who served frozen fish in the past year found changes in the quality, and a few noted more than one change.

24. Will you look at this card and tell me what cuts of frozen fish you prefer to buy? [See fig. 2, p. 112.]

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
1. Whole or round	5. 5	1. 0	1. 8	7. 4	3.
2. Drawn	. 6	1. 2	1. 2	-------	.
3. Dressed	5. 2	6. 5	8. 6	5. 5	6.
4. Pan-dressed	1. 9	4. 9	5. 0	4. 5	4.
5. Steaks	22. 2	16. 1	14. 1	37. 6	20.
6. Fillets	64. 6	70. 3	69. 3	45. 0	65.
Total	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	355	455	315	167	1, 29
Number of answers [1]	441	512	339	202	1, 49

[1] This question was asked the 1,292 respondents who had served frozen fish, and some gave more than on answer.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
1. Whole or round	5. 2	3. 3	1. 9	3. 5	3. 3	3. 6	3.
2. Drawn	4. 3	-------	. 7	1. 4	. 6	. 3	.
3. Dressed	10. 5	5. 5	5. 3	4. 9	6. 1	7. 1	6.
4. Pan-dressed	6. 9	4. 8	3. 8	4. 9	4. 1	2. 6	4.
5. Steaks	13. 9	22. 1	21. 0	16. 8	23. 7	20. 8	20.
6. Fillets	59. 2	64. 3	67. 3	68. 5	62. 2	65. 6	65.
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100.
Number interviewed	119	230	215	125	118	485	1, 29
Number of answers [2]	116	272	266	143	148	549	1, 49

[1] Refusals, don't know, etc.

[2] This question was asked the 1,292 respondents who had served frozen fish, and some gave more than on answer.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
. Whole or round	2. 8	3. 5	3. 4	3. 4	3. 0	5. 3	2. 3
. Drawn	2. 1	. 5	. 8	1. 8	. 2	. 9	-------
. Dressed	9. 2	5. 7	6. 4	8. 0	6. 5	6. 1	3. 4
. Pan-dressed	5. 2	3. 6	4. 0	5. 3	1. 4	3. 9	5. 2
. Steaks	17. 7	21. 2	20. 4	17. 0	21. 2	21. 8	25. 1
. Fillets	63. 0	65. 5	65. 0	64. 5	67. 7	62. 0	64. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206
Number of answers [1]	327	1, 167	1, 494	564	434	229	267

[1] This question was asked the 1,292 respondents who had served frozen fish, and some gave more than one answer.

5. The last time you bought frozen fish, which of those cuts did you buy?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
. Whole or round	2. 3	1. 3	1. 9	4. 2	2. 1
. Drawn	-------	1. 3	1. 0	-------	. 7
. Dressed	2. 3	5. 9	5. 4	3. 6	4. 5
. Pan-dressed	. 6	3. 1	3. 2	. 6	2. 1
. Steaks	11. 3	9. 2	7. 9	36. 5	13. 0
. Fillets	80. 3	73. 8	71. 4	40. 7	70. 7
. None in particular	3. 2	5. 4	9. 2	14. 4	6. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

25a. Do you prefer fillets with the skin on or skinless?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Skin on	20. 2	30. 1	26. 0	28. 7	26. 2
Skinless	60. 3	51. 4	46. 7	56. 9	53. 4
No preference	18. 3	16. 5	24. 8	11. 4	18. 3
No answer	1. 2	2. 0	2. 5	3. 0	2. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Skin on	28. 6	42. 6	47. 9	24. 0	23. 7	30. 9	26. 2
Skinless	43. 7	41. 3	39. 1	52. 8	60. 2	48. 2	53. 4
No preference	26. 1	13. 5	11. 6	20. 0	11. 0	20. 4	18. 3
No answer	1. 6	2. 6	1. 4	3. 2	5. 1	. 5	2. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 992

[1] Refusals, not known, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Skin on	32. 2	24. 4	26. 2	29. 6	28. 7	20. 5	18. 9
Skinless	48. 9	54. 8	53. 4	50. 8	52. 1	56. 0	59. 7
No preference	16. 9	18. 8	18. 3	17. 8	18. 9	19. 0	18. 0
No answer	2. 0	2. 0	2. 1	1. 8	. 3	4. 5	3. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

26. Have you ever tried frozen fillet of flounder or fillet of sole?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Yes	56. 9	35. 4	39. 7	65. 3	46. 2
No	33. 0	56. 0	35. 6	28. 1	41. 1
Don't remember	9. 3	7. 6	23. 2	5. 4	11. 6
No answer	. 8	1. 0	1. 5	1. 2	1. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	32. 8	42. 6	47. 9	49. 6	63. 6	45. 4	46. 2
No	48. 7	41. 3	39. 1	38. 4	33. 9	42. 5	41. 1
Don't remember	17. 6	13. 5	11. 6	8. 8	2. 5	12. 1	11. 6
No answer	. 9	2. 6	1. 4	3. 2	-------	--------	1. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	36. 5	49. 2	46. 2	37. 2	43. 1	54. 5	66. 0
No	46. 9	39. 3	41. 1	46. 5	47. 1	32. 0	25. 7
Don't know	15. 6	10. 4	11. 6	16. 1	9. 3	11. 0	5. 4
No answer	1. 0	1. 1	1. 1	. 2	. 5	2. 5	2. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

27. In some sections of the country you can get both east coast and west coast fillet of flounder and fillet of sole. Do you happen to know whether you ever tried east coast fillet of sole or flounder, or west coast fillet of sole or flounder?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Tried east-coast fillet of sole or flounder only	6. 9	10. 6	15. 2	--------	8. 4
Tried west-coast fillet of sole or flounder only	1. 0	5. 0	2. 4	12. 8	4. 5
Tried both	4. 0	4. 3	4. 0	30. 3	8. 9
Don't know	88. 1	80. 1	78. 4	56. 9	78. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	202	161	125	109	597

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Tried east-coast fillet of sole or flounder only	23. 1	5. 1	9. 7	3. 2	9. 3	7. 7	8. 4
Tried west-coast fillet of sole or flounder only	5. 1	5. 1	2. 9	3. 2	1. 3	6. 4	4. 5
Tried both	7. 7	9. 2	5. 8	9. 7	10. 7	9. 5	8. 9
Don't know	64. 1	80. 6	81. 6	83. 9	78. 7	76. 4	78. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	39	98	103	62	75	220	597

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Tried east-coast fillet of sole or flounder only	14.3	7.0	8.4	10.5	8.0	7.3	6.6
Tried west-coast fillet of sole or flounder only	4.5	4.6	4.5	2.6	3.1	11.9	3.0
Tried both	.9	10.7	8.9	3.2	8.0	12.9	14.7
Don't know	80.3	77.7	78.2	83.7	80.9	67.9	75.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	112	485	597	190	162	109	136

29. About how much frozen fish do you buy for each serving—that is, about how much of a pound do you count on for each member of the family?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
⅛ pound	----	1.5	----	0.6	0.6
¼ pound	23.4	19.1	18.1	37.1	22.4
⅓ pound	18.0	16.0	12.4	14.4	15.5
½ pound	51.0	50.3	54.3	33.5	49.3
¾ pound	3.1	5.7	5.4	1.2	4.3
⅞ pound	.6	.4	1.3	----	.6
1 pound	1.7	3.7	5.7	1.8	3.4
1½ pounds	----	.4	----	.6	.2
No answer	2.2	2.9	2.8	10.8	3.7
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	355	455	315	167	1,292

29. About how much frozen fish do you buy for each serving—that is, about how much of a pound do you count on for each member of the family?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
⅛ pound	-------	0. 9	0. 9	1. 6	-------	0. 4	0. 6
¼ pound	23. 5	24. 3	23. 7	18. 4	17. 8	22. 7	22. 4
⅓ pound	16. 0	14. 3	17. 2	10. 4	20. 3	15. 3	15. 5
½ pound	42. 9	49. 6	50. 7	56. 0	48. 3	48. 7	49. 3
¾ pound	5. 0	3. 9	2. 8	5. 6	5. 9	4. 3	4. 3
⅔ pound	-------	. 5	. 5	. 8	. 9	. 8	. 6
1 pound	8. 4	2. 6	2. 3	. 8	2. 5	3. 9	3. 4
1½ pounds	-------	-------	. 5	. 8	. 9	--------	. 2
No answer	4. 2	3. 9	1. 4	5. 6	3. 4	3. 9	3. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
⅛ pound	0. 3	0. 7	0. 6	0. 8	1. 1	--------	--------
¼ pound	20. 2	23. 1	22. 4	22. 8	24. 7	11. 0	28. 2
⅓ pound	14. 0	15. 9	15. 5	14. 1	17. 5	14. 5	16. 0
½ pound	52. 8	48. 2	49. 3	49. 2	45. 2	61. 5	45. 1
¾ pound	3. 3	4. 7	4. 3	3. 9	5. 9	2. 5	4. 4
⅔ pound	1. 3	. 4	. 6	. 8	. 8	. 5	--------
1 pound	3. 9	3. 2	3. 4	4. 7	2. 6	4. 0	1. 0
1½ pounds	. 3	. 2	. 2	. 2	. 3	. 5	--------
No answer	3. 9	3. 6	3. 7	3. 5	1. 9	5. 5	5. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

30. At what type of store did you last buy frozen fish?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Supermarket	68. 2	61. 1	68. 9	58. 1	64. 6
Independent foodstore	20. 0	22. 9	18. 4	13. 8	19. 8
Fish store	5. 9	4. 0	7. 0	10. 2	6. 0
General store	1. 7	4. 2	. 6	-------	2. 1
Meat market	1. 7	1. 8	-------	3. 6	1. 5
Frozen-food locker	. 8	2. 6	. 6	. 6	1. 4
Chain foodstore	-------	1. 5	-------	3. 0	. 9
Other type of store	. 3	. 4	1. 0	1. 2	. 6
Door-to-door truck	-------	. 9	1. 0	-------	. 5
Mail order	-------	. 2	-------	-------	. 1
No answer	1. 4	. 4	2. 5	9. 5	2. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Supermarket	64. 7	63. 9	61. 4	58. 4	67. 8	67. 0	64. 6
Independent foodstore	20. 3	17. 8	27. 9	22. 4	17. 0	17. 1	19. 8
Fish store	5. 0	7. 0	4. 2	6. 4	6. 8	6. 4	6. 0
General store	-------	2. 2	1. 9	2. 4	1. 7	2. 7	2. 1
Meat market	1. 7	1. 7	. 5	2. 4	2. 5	1. 5	1. 5
Frozen-food locker	-------	2. 2	. 5	1. 6	1. 7	1. 6	1. 4
Chain foodstore	2. 5	. 4	. 9	. 8	-------	1. 0	. 9
Other type of store	. 8	. 9	-------	1. 6	-------	. 6	. 6
Door-to-door truck	2. 5	-------	. 9	-------	-------	. 4	. 5
Mail order	-------	-------	-------	-------	-------	. 2	. 1
No answer	2. 5	3. 9	1. 8	4. 0	2. 5	1. 5	2. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

30. At what type of store did you last buy frozen fish?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Supermarket	65. 1	64. 4	64. 6	63. 7	67. 3	59. 5	66. 5
Independent foodstore	17. 6	20. 5	19. 8	22. 3	21. 0	15. 5	15. 5
Fish store	4. 3	6. 6	6. 0	3. 1	3. 7	13. 0	10. 7
General store	2. 3	2. 0	2. 1	1. 8	2. 1	4. 5	. 5
Meat market	1. 3	1. 6	1. 5	1. 8	. 5	1. 5	2. 9
Frozen-food locker	3. 6	. 7	1. 4	2. 5	1. 1	. 5	----
Chain foodstore	. 7	1. 0	. 9	1. 2	1. 3	. 5	----
Other type of store	1. 3	. 4	. 6	. 8	. 6	1. 0	----
Door-to-door truck	1. 9	. 1	. 5	1. 2	----	----	. 5
Mail order	. 3	----	. 1	. 2	----	----	----
No answer	1. 6	2. 7	2. 5	1. 4	2. 4	4. 0	3. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

31. Can you get frozen fish at the place where you do most of your food shopping?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Yes	94. 9	92. 7	84. 5	90. 4	91. 0
No	3. 4	5. 1	12. 7	4. 2	6. 3
Don't know	. 8	. 7	1. 3	3. 0	1. 2
No answer	. 9	1. 5	1. 5	2. 4	1. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	76. 5	90. 9	93. 5	90. 4	91. 5	93. 6	91. 0
No	19. 3	4. 9	5. 6	5. 6	5. 9	4. 5	6. 3
Don't know	. 8	2. 1	-------	-------	. 9	1. 7	1. 2
No answer	3. 4	2. 1	. 9	4. 0	1. 7	. 2	1. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	90. 6	91. 2	91. 0	89. 6	93. 1	89. 0	92. 7
No	8. 1	5. 8	6. 3	9. 2	5. 1	3. 5	4. 4
Don't know	1. 0	1. 2	1. 2	. 6	1. 3	3. 0	. 5
No answer	. 3	1. 8	1. 5	. 6	. 5	4. 5	2. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

32. Can you generally get any kind of frozen fish you want at this store?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	Northeast	North central	South	West	All regions
Yes	90. 5	86. 0	86. 5	86. 1	87. 4
No	6. 2	12. 2	10. 5	9. 3	9. 7
Don't know	3. 3	1. 8	3. 0	4. 6	2. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	337	422	266	151	1, 176

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	87. 9	85. 2	87. 6	83. 2	84. 3	90. 1	87. 4
No	10. 0	10. 5	11. 4	14. 2	13. 9	6. 4	9. 7
Don't know	2. 1	4. 3	1. 0	2. 6	1. 8	3. 5	2. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	91	209	201	113	108	454	1, 176

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Nonfarm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	86. 7	87. 6	87. 4	85. 4	90. 3	88. 2	86. 4
No	8. 6	10. 0	9. 7	9. 8	8. 0	10. 7	11. 5
Don't know	4. 7	2. 4	2. 9	4. 8	1. 7	1. 1	2. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	278	898	1, 176	457	350	178	191

33. Is there anything you dislike about the way frozen fish is kept in the store?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
No dislike: Nothing, no opinion, no answer	97. 1	97. 2	98. 4	97. 6	97. 5
Dislike:					
Improper refrigeration, thawed	1. 7	1. 1	1. 0	. 6	1. 2
Lack of variety	. 6	. 4	----	1. 8	. 5
Mixed with other products, not easily accessible	. 3	. 9.	. 6	----	. 5
Handled by public	. 3	----	----	----	. 1
Item not priced	----	. 2	----	----	. 1
Package torn	----	. 2	----	----	. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

34. The last time you bought frozen fish, was it unwrapped, wrapped only in cellophane, packed in a box or some other type of package?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Unwrapped	1. 1	5. 1	4. 1	8. 4	4. 1
Wrapped only in cellophane	56. 3	64. 0	74. 0	33. 5	60. 4
Packed in box	37. 5	26. 4	20. 3	48. 5	30. 8
Wrapped in paper	. 8	2. 0	----	----	. 9
No answer	4. 3	2. 5	1. 6	9. 6	3. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

34. The last time you bought frozen fish, was it unwrapped, wrapped only in cellophane, packed in a box or some other type of package?—Con.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Unwrapped	6.7	4.3	2.3	3.2	1.7	5.1	4.1
Wrapped only in cellophane	73.9	66.1	60.5	53.6	46.6	59.4	60.4
Packed in box	16.0	23.9	33.0	36.8	45.8	31.5	30.8
Wrapped in paper	.8	1.3	.5	-------	1.7	1.0	.9
No answer	2.6	4.4	3.7	6.4	4.2	3.0	3.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	119	230	215	125	118	485	1,292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Unwrapped	7.5	3.1	4.1	5.9	1.9	5.0	3.4
Wrapped only in cellophane	68.1	58.0	60.4	67.3	63.0	51.5	47.1
Packed in box	20.5	34.0	30.8	23.1	31.6	34.0	45.1
Wrapped in paper	1.3	.8	.9	1.2	.3	1.5	1.0
No answer	2.6	4.1	3.8	2.5	3.2	8.0	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	307	985	1,292	510	376	200	206

35. How did it happen you bought this type instead of another?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Only type of packaging available	49.0	48.2	62.8	41.7	51.5
Kind of fish (species) or cut desired	4.2	19.6	17.4	25.9	15.7
Contents visible, cellophane-wrapped	21.4	12.3	9.9	3.7	13.0
Looked good	4.9	8.2	2.9	5.6	5.7
Sanitary, packaged better	7.0	----	1.2	11.0	3.4
Advertising, brand	1.2	2.0	----	.9	1.2
Best buy, cheaper	2.9	2.9	----	1.9	2.0
Easy to keep in refrigerator	8.2	.9	2.1	2.8	3.3
Trial	----	.3	----	2.8	.4
Habit	.4	4.1	2.9	3.7	2.8
Attracted by recipes	.4	----	----	----	.1
Was recommended	.4	.9	.8	----	.7
Holds moisture	----	.6	----	----	.2
Total	100.0	100.0	100.0	100.0	100.0
Number of answers [1]	243	342	242	108	935

[1] Of the 1,292 respondents asked this question, some did not answer and a few gave more than one answer.

36. Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box or some other type of package?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Unwrapped	0.6	2.2	2.2	5.4	2.2
Wrapped in cellophane	51.3	56.7	66.3	32.9	54.5
Packed in box	36.9	24.2	21.6	45.5	29.8
Wrapped in paper	----	.4	----	----	.3
No answer	11.2	16.5	9.9	16.2	13.2
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	355	455	315	167	1,292

36. Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box or some other type of package?—Con.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Unwrapped	5. 8	1. 7	1. 4	0. 8	2. 5	2. 1	2. 2
Wrapped in cellophane	64. 7	54. 8	54. 4	45. 6	38. 1	58. 1	54. 5
Packed in box	18. 5	29. 1	32. 6	37. 6	43. 2	26. 4	29. 8
Wrapped in paper	-------	. 4	-------	-------	-------	. 2	. 3
No answer	11. 0	14. 0	11. 6	16. 0	16. 2	13. 2	13. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Unwrapped	3. 3	1. 8	2. 2	3. 1	1. 1	3. 0	1. 0
Wrapped in cellophane	64. 5	51. 4	54. 5	63. 5	56. 6	41. 5	40. 8
Packed in box	20. 5	32. 7	29. 8	22. 8	31. 1	34. 0	40. 8
Wrapped in paper	. 3	. 1	. 3	. 2	. 3	-------	-------
No answer	11. 4	14. 0	13. 2	10. 4	10. 9	21. 5	17. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

37. Why do you prefer this type?

(Asked of respondents who preferred a different type of packaging from the kind they last bought.)

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Convenient for storage and handling [1]	57. 7	32. 0	33. 3	57. 9	42. 5
Contents visible (cellophane wrapped)	26. 9	20. 0	27. 8	36. 8	25. 7
Cleaner	15. 4	18. 0	38. 9	5. 3	18. 6
No odor	--------	10. 0	--------	--------	4. 4
Miscellaneous reasons	--------	20. 0	--------	--------	8. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [2]	26	50	18	19	113

[1] Refers predominantly to packaged products.

[2] 113 respondents preferred a different type of packaging than that last bought, and gave a definite reason for such preference.

38. Do you prefer all your frozen fish packed in a box or just certain kinds?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
All	94. 1	92. 2	94. 6	86. 0	92. 0
Certain kinds	5. 9	7. 8	5. 4	14. 0	8. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	135	103	74	86	398

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
All	100. 0	93. 1	94. 4	89. 4	87. 9	91. 1	92. 0
Certain kinds	-------	6. 9	5. 6	10. 6	12. 1	8. 9	8. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	25	72	72	47	58	124	398

[1] Refusals, don't know, etc.

38. Do you prefer all your frozen fish packed in a box or just certain kinds?—Continued

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
All	91. 8	92. 0	92. 0	91. 5	94. 7	93. 1	88. 5
Certain kinds	8. 2	8. 0	8. 0	8. 5	5. 3	6. 9	11. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	61	337	398	117	113	72	96

38a. If "certain kinds," what kinds?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Halibut	12. 5	12. 5		8. 3	9. 4
Salmon		37. 5			9. 4
Flounder	12. 5		25. 0		6. 3
Haddock		12. 5			3. 1
Cod		12. 5			3. 1
Shrimp	12. 5				3. 1
No answer	62. 5	25. 0	75. 0	91. 7	65. 6
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [1]	8	8	4	12	32

[1] Only a limited number of those respondents who specified certain kinds actually named the kind. Since so few were named, care should be exercised in interpreting these data.

38b. Why don't you serve frozen fish more often than you do?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Use enough now, etc	66. 6	72. 9	58. 2	55. 6	65. 6
Prefer fresh fish	16. 6	5. 5	17. 5	25. 0	13. 6
Other competing foods	5. 8	8. 2	3. 4	5. 6	6. 0
Not available	2. 1	3. 9	10. 3	9. 2	5. 5
Price too high	4. 8	3. 2	6. 8	2. 8	4. 5
Preparation	2. 1	1. 0			1. 0
Habit		1. 6	1. 1		. 9
Health	. 3	1. 3	1. 1		. 9
Lack of storage space	. 3	1. 6	. 8		. 9
Odor	. 7	. 8	. 4		. 6
Miscellaneous	. 7		. 4	1. 8	. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number of answers [1]	290	385	263	108	1, 046

[1] Of the 1,292 respondents asked this question, some did not answer and a few gave more than one answer. This item is not related to packaging, but is placed here in sequence with questions on questionnaire.

39a. Would you look at this list and tell me whether the information on the package about each one is enough or not enough? [See fig. 3, p. 113.]

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Weight of fish:					
Enough	79. 2	71. 9	76. 5	74. 3	75. 3
Not enough	3. 9	11. 9	4. 4		6. 3
Not interested	6. 8	5. 3	2. 9	3. 0	5. 0
Don't know	10. 1	10. 9	16. 2	22. 7	13. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

39a. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Weight of fish:							
Enough	73. 9	73. 9	83. 7	76. 8	77. 1	71. 8	75. 3
Not enough	5. 0	6. 5	4. 7	4. 0	4. 2	8. 5	6. 3
Not interested	5. 0	6. 5	4. 2	3. 2	4. 2	4. 7	5. 0
Don't know	16. 1	13. 1	7. 4	16. 0	14. 5	15. 0	13. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Weight of fish:							
Enough	69. 1	77. 2	75. 3	69. 0	81. 4	69. 5	85. 4
Not enough	10. 7	5. 0	6. 3	10. 4	4. 3	3. 0	3. 4
Not interested	6. 5	4. 3	5. 0	6. 3	3. 7	3. 5	4. 4
Don't know	13. 7	13. 5	13. 4	14. 3	10. 6	24. 0	6. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

39b. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Nutritive value (vitamins, etc.):					
Enough	38. 3	42. 9	41. 9	49. 7	42. 3
Not enough	6. 5	15. 2	9. 5	1. 2	9. 6
Not interested	19. 2	17. 8	10. 2	9. 0	15. 2
Don't know	36. 0	24. 1	38. 4	40. 1	32. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Nutritive value (vitamins, etc.):							
Enough	51. 3	46. 0	45. 6	35. 2	43. 2	38. 3	42. 3
Not enough	5. 0	10. 0	9. 8	8. 8	15. 3	9. 3	9. 6
Not interested	10. 1	14. 8	16. 7	16. 8	13. 5	15. 9	15. 2
Don't know	33. 6	29. 2	27. 9	39. 2	28. 0	36. 5	32. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

39b. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Nutritive value (vitamins, etc.):							
Enough	37. 5	43. 8	42. 3	40. 6	46. 8	35. 0	45. 2
Not enough	12. 1	8. 8	9. 6	12. 7	8. 8	4. 0	8. 7
Not interested	19. 5	13. 8	15. 2	15. 7	13. 0	14. 0	18. 9
Don't know	30. 9	33. 6	32. 9	31. 0	31. 4	47. 0	27. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

39c. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Whether it is raw or cooked:					
Enough	66. 2	62. 4	70. 1	73. 1	66. 7
Not enough	4. 8	12. 1	6. 3	. 6	7. 2
Not interested	7. 6	8. 6	3. 2	1. 8	6. 1
Don't know	21. 4	16. 9	20. 4	24. 5	20. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Whether it is raw or cooked:							
Enough	67. 2	69. 1	72. 6	68. 0	69. 5	61. 9	66. 7
Not enough	7. 6	7. 0	4. 2	8. 0	10. 2	7. 6	7. 2
Not interested	4. 2	7. 0	6. 0	2. 4	4. 2	7. 6	6. 1
Don't know	21. 0	16. 9	17. 2	21. 6	16. 1	22. 9	20. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Whether it is raw or cooked:							
Enough	62. 2	68. 1	66. 7	62. 2	68. 4	61. 0	80. 6
Not enough	11. 4	5. 9	7. 2	11. 0	7. 7	2. 0	1. 9
Not interested	8. 8	5. 3	6. 1	8. 2	4. 0	5. 0	5. 8
Don't know	17. 6	20. 7	20. 0	18. 6	19. 9	32. 0	11. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

39d. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Kind of fish:					
Enough	82. 0	82. 6	86. 0	77. 8	82. 7
Not enough	4. 2	5. 3	2. 5	. 6	3. 7
Not interested	6. 2	5. 1	2. 5	1. 2	4. 3
Don't know	7. 6	7. 0	9. 0	20. 4	9. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Kind of fish:							
Enough	82. 4	80. 9	91. 2	84. 0	87. 3	78. 3	82. 7
Not enough	1. 7	4. 3	2. 3	2. 4	3. 4	4. 9	3. 7
Not interested	5. 9	5. 2	3. 7	. 8	3. 4	4. 8	4. 3
Don't know	10. 0	9. 6	2. 8	12. 8	5. 9	12. 0	9. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Kind of fish:							
Enough	74. 9	85. 1	82. 7	77. 2	88. 6	78. 5	89. 3
Not enough	5. 9	3. 0	3. 7	4. 9	2. 7	3. 5	2. 9
Not interested	6. 8	3. 5	4. 3	6. 9	2. 4	2. 5	2. 9
Don't know	12. 4	8. 4	9. 3	11. 0	6. 3	15. 5	4. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

39e. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	Northeast	North central	South	West	All regions
Cut of fish:					
Enough	69.3	70.5	73.7	75.4	71.6
Not enough	7.0	9.5	4.4	1.8	6.6
Not interested	7.6	7.0	3.8	1.2	5.7
Don't know	16.1	13.0	18.1	21.6	16.1
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	355	455	315	167	1,292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Cut of fish:							
Enough	71.5	72.2	79.1	77.6	68.6	67.2	71.6
Not enough	5.0	8.3	5.6	4.0	11.9	6.0	6.6
Not interested	5.9	5.2	5.1	2.4	4.2	7.2	5.7
Don't know	17.6	14.3	10.2	16.0	15.3	19.6	16.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	119	230	215	125	118	485	1,292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Nonfarm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Cut of fish:							
Enough	62.6	74.4	71.6	64.5	78.2	67.5	81.1
Not enough	10.7	5.3	6.6	8.4	5.6	3.0	7.3
Not interested	8.8	4.7	5.7	8.5	3.7	3.5	4.4
Don't know	17.9	15.6	16.1	18.6	12.5	26.0	7.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	307	985	1,292	510	376	200	206

39f. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Recipes:					
Enough	45. 4	44. 2	36. 2	48. 5	43. 2
Not enough	14. 1	18. 0	16. 8	2. 4	14. 6
Not interested	19. 7	23. 5	20. 6	15. 0	20. 7
Don't know	20. 8	14. 3	26. 4	34. 1	21. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Recipes:							
Enough	47. 1	39. 6	49. 3	42. 4	49. 2	39. 8	43. 2
Not enough	14. 3	18. 3	16. 3	15. 2	18. 6	11. 2	14. 6
Not interested	18. 5	22. 1	18. 1	18. 4	15. 3	23. 4	20. 7
Don't know	20. 1	20. 0	16. 3	24. 0	16. 9	25. 6	21. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Recipes:							
Enough	39. 4	44. 3	43. 2	40. 4	46. 5	42. 5	44. 2
Not enough	14. 3	14. 7	14. 6	16. 5	15. 7	11. 0	11. 7
Not interested	25. 1	19. 3	20. 7	22. 2	17. 3	16. 5	27. 1
Don't know	21. 2	21. 7	21. 5	20. 9	20. 5	30. 0	17. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

40. Do you think it would be a good idea to have some grading on frozen fish or wouldn't it make any difference to you?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Good idea	65. 4	73. 2	75. 9	77. 2	72. 2
Bad idea	1. 4	. 9	-------	3. 0	1. 1
Makes no difference	32. 7	24. 8	24. 1	16. 8	25. 9
No answer	. 5	1. 1	-------	3. 0	. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Good idea	73. 2	76. 1	71. 2	72. 8	78. 8	68. 9	72. 2
Bad idea	. 8	1. 3	. 9	2. 4	-------	1. 0	1. 1
Makes no difference	25. 2	21. 3	27. 4	22. 4	20. 3	29. 9	25. 9
No answer	. 8	1. 3	. 5	2. 4	. 9	. 2	. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Good idea	71. 7	72. 4	72. 2	73. 5	74. 7	64. 5	71. 9
Bad idea	. 3	1. 3	1. 1	. 2	1. 6	. 5	2. 9
Makes no difference	27. 4	25. 5	25. 9	26. 1	23. 7	32. 5	23. 3
No answer	. 6	. 8	. 8	. 2	-------	2. 5	1. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

41. What size package do you prefer?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
½ pound	11. 3	10. 5	19. 0	9. 0	12. 6
1 pound	63. 7	62. 0	55. 2	59. 2	60. 4
1½ pounds	9. 9	13. 4	4. 1	10. 0	9. 7
2 pounds	9. 3	9. 9	15. 6	15. 0	11. 7
Other sizes	1. 4	. 9	-------	3. 6	1. 2
Don't know	3. 4	1. 5	4. 4	3. 0	2. 9
No answer	1. 0	1. 8	1. 7	. 2	1. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
½ pound	17. 6	10. 9	10. 7	11. 2	8. 5	14. 4	12. 6
1 pound	57. 1	63. 0	70. 7	58. 4	53. 4	57. 7	60. 4
1½ pounds	6. 7	10. 0	9. 3	8. 0	12. 7	10. 1	9. 7
2 pounds	14. 3	10. 0	7. 0	16. 0	16. 9	11. 6	11. 7
Other sizes	-------	1. 7	. 5	. 8	1. 7	1. 5	1. 2
Don't know	3. 5	3. 5	1. 4	2. 4	1. 7	3. 7	2. 9
No answer	. 8	. 9	. 4	3. 2	5. 1	1. 0	1. 5
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
½ pound	6.8	14.4	12.6	10.0	15.2	10.0	17.0
1 pound	58.3	61.1	60.4	59.6	63.3	58.0	59.7
1½ pounds	9.1	9.9	9.7	8.8	10.6	10.0	9.7
2 pounds	19.2	9.3	11.7	16.7	7.4	14.0	4.9
Other sizes	2.0	.9	1.2	1.2	1.1	.5	1.9
Don't know	3.3	2.9	2.9	2.7	1.9	4.0	4.4
No answer	1.3	1.5	1.5	1.0	.5	3.5	2.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed	307	985	1,292	510	376	200	206

42. How about the shape of the package?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
Long and flat	60.3	60.2	57.8	52.0	58.5
Short and thick	14.9	8.2	16.8	13.8	12.8
Any shape	20.6	.4	2.9	9.0	7.7
Depends on contents	.4	.4	1.0	.6	.5
Miscellaneous	.2			.6	.3
No answer	3.6	30.8	21.5	24.0	20.2
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed	355	455	315	167	1,292

43. Do you prefer to buy raw or already cooked frozen shellfish and fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
SHELLFISH:					
Raw	75. 2	77. 7	63. 8	63. 2	71. 6
Already cooked	21. 8	10. 8	21. 9	27. 6	19. 0
No answer	3. 0	11. 5	14. 3	9. 2	9. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	133	166	105	76	480
FISH:					
Raw	79. 7	92. 1	79. 4	71. 3	82. 9
Already cooked	14. 4	4. 4	8. 9	10. 8	9. 1
No answer	5. 9	3. 5	11. 7	17. 9	8. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
SHELLFISH:							
Raw	65. 4	71. 3	72. 7	73. 5	73. 3	71. 1	71. 6
Already cooked	11. 5	19. 5	18. 2	18. 4	21. 3	19. 3	19. 0
No answer	23. 1	9. 2	9. 1	8. 1	5. 4	9. 6	9. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	22	88	78	52	77	163	480
FISH:							
Raw	78. 2	77. 4	86. 5	80. 0	80. 5	86. 4	82. 9
Already cooked	10. 9	10. 4	7. 9	8. 0	10. 2	8. 5	9. 1
No answer	10. 9	12. 2	5. 6	12. 0	9. 3	5. 1	8. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
SHELLFISH:							
Raw	78. 1	70. 7	71. 6	68. 8	76. 7	68. 8	70. 5
Already cooked	7. 8	20. 7	19. 0	17. 6	16. 7	23. 7	19. 7
No answer	14. 1	8. 6	9. 4	13. 6	6. 6	7. 5	9. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	64	416	480	125	150	93	112
FISH:							
Raw	81. 8	83. 3	82. 9	77. 3	88. 3	84. 5	85. 4
Already cooked	8. 8	9. 1	9. 1	11. 2	6. 1	7. 0	11. 2
No answer	9. 4	7. 6	8. 0	11. 5	5. 6	8. 5	3. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

44. Have you bought frozen products that were already breaded?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
SHELLFISH:					
Yes	31. 6	34. 3	38. 1	22. 4	32. 5
No	68. 4	54. 8	48. 6	68. 4	59. 4
No answer		10. 9	13. 3	9. 2	8. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	133	166	105	76	480
FISH:					
Yes	11. 5	11. 2	8. 9	10. 2	10. 6
No	83. 9	84. 6	79. 4	68. 3	81. 0
No answer	4. 6	4. 2	11. 7	21. 5	8. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

44. Have you bought frozen products that were already breaded?—Con.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
SHELLFISH:							
Yes	19. 2	23. 0	29. 9	36. 7	45. 3	33. 7	32. 5
No	57. 7	70. 1	61. 0	57. 2	54. 7	56. 2	59. 4
No answer	23. 1	6. 9	9. 1	6. 1	-------	10. 1	8. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	22	88	78	52	77	163	480
FISH:							
Yes	5. 0	9. 6	10. 2	12. 8	10. 2	12. 4	10. 6
No	85. 7	80. 4	84. 2	76. 0	80. 5	80. 2	81. 0
No answer	9. 3	10. 0	5. 6	11. 2	9. 3	7. 4	8. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
SHELLFISH:							
Yes	28. 1	33. 2	32. 5	29. 6	36. 0	30. 1	33. 0
No	56. 3	59. 9	59. 4	56. 8	57. 3	65. 6	59. 8
No answer	15. 6	6. 9	8. 1	13. 6	6. 7	4. 3	7. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	64	416	480	125	150	93	112
FISH:							
Yes	8. 5	11. 3	10. 6	8. 2	10. 1	11. 5	16. 5
No	81. 1	81. 0	81. 0	79. 4	84. 3	80. 0	80. 1
No answer	10. 4	7. 7	8. 4	12. 4	5. 6	8. 5	3. 4
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

45. Do you like breaded frozen shellfish and fish?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
SHELLFISH:					
Like	59. 2	71. 9	82. 5	88. 9	72. 5
Do not	32. 7	28. 1	15. 0	5. 5	23. 8
Don't know	8. 1	-------	2. 5	5. 6	3. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [1]	49	57	40	18	164
FISH:					
Like	56. 9	52. 8	45. 0	54. 5	52. 4
Do not	31. 4	35. 8	27. 5	13. 6	29. 5
Don't know	11. 7	11. 4	27. 5	31. 9	18. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [1]	51	53	40	22	166

[1] 156 respondents had bought breaded, frozen shellfish, and 137 respondents had bought breaded, frozen fish. A few respondents who had not bought breaded products were asked this question. Care should be taken in interpreting these data.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
SHELLFISH:							
Like	60. 0	77. 3	76. 0	73. 7	71. 4	70. 7	72. 5
Do not	40. 0	13. 6	20. 0	21. 1	28. 6	25. 9	23. 8
Don't know	-------	9. 1	4. 0	5. 2	-------	3. 4	3. 7
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [2]	5	22	25	19	35	58	164
FISH:							
Like	57. 1	55. 6	58. 3	64. 3	66. 7	43. 4	52. 4
Do not	14. 3	25. 9	25. 0	35. 7	22. 2	34. 2	29. 5
Don't know	28. 6	18. 5	16. 7	-------	11. 1	22. 4	18. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [2]	7	27	24	14	18	76	166

[1] Refusals, don't know, etc.

[2] 156 respondents had bought breaded, frozen shellfish, and 137 respondents had bought breaded, frozen fish. A few respondents who had not bought breaded products were asked this question. Care should be taken in interpreting these data.

45. Do you like breaded frozen shellfish and fish?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
SHELLFISH:							
Like	70. 0	72. 9	72. 5	75. 0	67. 2	71. 4	78. 9
Do not	20. 0	24. 3	23. 8	20. 0	27. 6	25. 0	21. 1
Don't know	10. 0	2. 8	3. 7	5. 0	5. 2	3. 6	----
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [1]	20	144	164	40	58	28	38
FISH:							
Like	50. 0	53. 0	52. 4	54. 3	43. 2	56. 0	57. 9
Do not	29. 4	29. 5	29. 5	23. 7	43. 2	20. 0	28. 9
Don't know	20. 6	17. 5	18. 1	22. 0	13. 6	24. 0	13. 2
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed [1]	34	132	166	59	44	25	38

[1] 156 respondents had bought breaded, frozen shellfish, and 137 respondents had bought breaded, frozen fish. A few respondents who had not bought breaded products were asked this question. Care should be taken in interpreting these data.

46. Do you think you would like a complete frozen shellfish or fish dinner containing the fish, potatoes and vegetables that is packaged in a ready-to-heat container?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	North-east	North central	South	West	All regions
SHELLFISH:					
Would like	20. 3	25. 9	29. 5	22. 4	24. 6
Wouldn't like	56. 4	49. 4	29. 5	42. 1	45. 8
Don't know	21. 8	13. 9	25. 7	27. 6	20. 8
No answer	1. 5	10. 8	15. 3	7. 9	8. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	133	166	105	76	480
FISH:					
Would like	21. 7	20. 9	25. 1	15. 6	21. 4
Wouldn't like	54. 4	62. 6	38. 1	41. 9	51. 7
Don't know	19. 2	13. 4	28. 9	23. 4	20. 0
No answer	4. 7	3. 1	7. 9	19. 1	6. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	355	455	315	167	1, 292

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
SHELLFISH:							
Would like	30. 8	26. 4	26. 0	22. 4	26. 7	21. 7	24. 6
Wouldn't like	38. 5	41. 4	45. 5	44. 9	56. 0	45. 2	45. 8
Don't know	11. 5	25. 3	18. 2	26. 5	14. 7	22. 3	20. 8
No answer	19. 2	6. 9	10. 3	6. 2	2. 6	10. 8	8. 8
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	22	88	78	52	77	163	480

[1] Refusals, don't know, etc.

46. Do you think you would like a complete frozen shellfish or fish dinner containing the fish, potatoes and vegetables that is packaged in a ready-to-heat container?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS—Continued

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
FISH:							
Would like	19. 3	25. 2	27. 4	18. 4	27. 1	16. 9	21. 4
Wouldn't like	46. 2	46. 1	52. 1	55. 2	50. 8	54. 9	51. 7
Don't know	24. 4	20. 0	15. 4	15. 2	22. 1	23. 5	20. 0
No answer	10. 1	8. 7	5. 1	11. 2	-------	4. 7	6. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	119	230	215	125	118	485	1, 292

[1] Refusals, don't know, etc.

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
SHELLFISH:							
Would like	34. 4	23. 1	24. 6	30. 4	24. 0	20. 4	22. 3
Wouldn't like	31. 2	48. 1	45. 8	36. 8	45. 3	53. 8	50. 0
Don't know	20. 3	20. 9	20. 8	20. 0	22. 7	20. 4	19. 6
No answer	14. 1	7. 9	8. 8	12. 8	8. 0	5. 4	8. 1
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	64	416	480	125	150	93	112
FISH:							
Would like	17. 3	22. 7	21. 4	19. 0	25. 0	18. 5	23. 8
Wouldn't like	49. 5	52. 4	51. 7	51. 4	51. 4	48. 5	56. 3
Don't know	26. 7	18. 0	20. 0	20. 8	19. 1	24. 0	16. 0
No answer	6. 5	6. 9	6. 9	8. 8	4. 5	9. 0	3. 9
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	307	985	1, 292	510	376	200	206

47. Do you ever get frozen fish or shellfish by mail order?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Yes	1. 1	6. 6	0. 9	-------	2. 4
No	98. 9	93. 4	99. 1	100. 0	97. 6
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	93	182	338	55	668

Percentage Distribution of Replies, by Family-Income Groups

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	-------	2. 4	3. 0	9. 1	3. 2	2. 2	2. 4
No	100. 0	97. 6	97. 0	90. 9	96. 8	97. 8	97. 6
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	127	123	67	44	31	276	668

[1] Refusals, don't know, etc.

Percentage Distribution of Replies, by Type and Size of Community

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	2. 4	2. 3	2. 4	2. 4	-------	33. 3	-------
No	97. 6	97. 7	97. 6	97. 6	100. 0	66. 7	100. 0
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	450	218	668	626	37	3	2

48. Did you receive the frozen fish in satisfactory condition?

(Asked only of those who have received frozen fish and shellfish by mail order.)

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Yes	100. 0	100. 0			81. 3
No					
No answer			100. 0		18. 7
Total	100. 0	100. 0	100. 0		100. 0
Number interviewed [1]	1	12	3		16

[1] Care should be taken in interpreting these data because of the small number of replies analyzed.

50. Is there any particular reason why you never purchased frozen fish or shellfish by mail?

Percentage Distribution of Replies, by Regions

Reply	North-east	North central	South	West	All regions
Never heard of it	31. 5	11. 2	11. 9	27. 3	15. 8
Stores convenient	23. 9	8. 8	7. 5	16. 4	10. 9
Not available	6. 5	4. 7	13. 1		8. 9
Don't like idea	13. 0	7. 6	7. 2	7. 3	8. 1
Too large a quantity	2. 2	12. 4	. 6		3. 8
Fresh fish available			1. 8		. 9
Freeze own fish		1. 2		5. 5	. 8
Bad experience		1. 8			. 5
Price too high	1. 1		. 3		. 3
No storage space		1. 2			. 3
Afraid of spoilage	2. 2				. 3
Supply of meat at home			. 3		. 1
No answer	19. 6	51. 1	57. 3	43. 5	49. 3
Total	100. 0	100. 0	100. 0	100. 0	100. 0
Number interviewed	92	170	335	55	652

51. If mail order were available, would you purchase frozen fish or shellfish by mail?

PERCENTAGE DISTRIBUTION OF REPLIES, BY REGIONS

Reply	Northeast	North central	South	West	All regions
Yes	4.0	14.5	16.7	20.0	13.4
No	74.0	72.7	57.1	25.0	62.2
Don't know	22.0	12.8	26.2	55.0	24.4
Total	100.0	100.0	100.0	100.0	100.0
Number interviewed [1]	50	55	84	20	209

[1] A number of respondents who were asked this question gave no answer to item 50 in the questionnaire. Care should be taken in interpreting these data.

PERCENTAGE DISTRIBUTION OF REPLIES, BY FAMILY-INCOME GROUPS

Reply	Under $2,000	$2,000 to $2,999	$3,000 to $3,999	$4,000 to $4,999	$5,000 and over	Income not given [1]	All income groups
Yes	18.6	11.4	-------	-------	25.0	16.5	13.4
No	58.1	68.6	88.5	62.5	41.7	56.5	62.2
Don't know	23.3	20.0	11.5	37.5	33.3	27.0	24.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number interviewed [2]	43	35	26	8	12	85	209

[1] Refusals, don't know, etc.

[2] A number of respondents who were asked this question gave no answer to item 50 in the questionnaire. Care should be taken in interpreting these data.

343650—55——8

51. If mail order were available, would you purchase frozen fish or shellfish by mail?—Continued

PERCENTAGE DISTRIBUTION OF REPLIES, BY TYPE AND SIZE OF COMMUNITY

Reply	Type of community		All replies	Size of community			
	Farm	Non-farm		Under 2,500	2,500 to 49,999	50,000 to 499,999	500,000 and over
Yes	12. 9	15. 9	13. 4	14. 7	5. 9	----	----
No	58. 6	69. 6	62. 2	59. 7	88. 2	100. 0	----
Don't know	28. 5	14. 5	24. 4	25. 6	5. 9	----	----
Total	100. 0	100. 0	100. 0	100. 0	100. 0	100. 0	----
Number interviewed [1]	140	69	209	191	17	1	----

[1] A number of respondents who were asked this question gave no answer to item 50 in the questionnaire. Care should be taken in interpreting these data.

52. Who in the family decides whether or not to serve fish?

PERCENTAGE DISTRIBUTION OF REPLIES

Reply	All replies	Reply	All replies
Housewife	76. 2	Other male members in household	0. 4
Husband	6. 6	No answer	7. 7
Family	7. 8	Total	100. 0
Other female members in household	1. 3	Number interviewed	2, 473

CLASSIFICATION OF HOUSEHOLDS SURVEYED

A. How many people are there living in your household altogether, counting children and babies and any relatives or other adults including roomers or boarders?

	Number
Adults	6, 253
Children	2, 530
Total	8, 783

B. What is the approximate age of each person and position in household?

Age:	Number
Under 5 years of age	779
5–14 years of age	1, 470
15–19 years of age	606
20–24 years of age	462
25–34 years of age	1, 240
35–44 years of age	1, 313
45–54 years of age	1, 084
55–64 years of age	679
65 years and over	655
Age not indicated	495
Total	8, 783
Position in household:	
Grandfather	73
Grandmother	92
Husband	2, 094
Wife	2, 398
Son	1, 732
Daughter	1, 646
Brother	62
Sister	81
Roomer	99
Other, no answer, etc	506
Total	8, 783

B–2. Do roomers or boarders eat in or out?

	Number
In	41
Out	21
No answer	37
Total	99

C. What kind of work does the head of your household do?

	Number
Operatives, service workers	448
Craftsmen, foremen	424
Farmers, farm laborers	375
Retired	229
Proprietors, managers, officials	214
Clerical and kindred workers	185
Professional, semiprofessional	157
Laborers	139
Salesmen	105
Housework	40
Armed Forces	24
Domestic service	6
Refused, no answer	127
Total	2, 473

D. In which of these letter groups does the approximate income [1] of your whole family fall?

	Number
a. Under $500 a year	45
b. $500 to $749	20
c. $750 to $999	33
d. $1,000 to $1,249	43
e. $1,250 to $1,499	75
f. $1,500 to $1,999	71
g. $2,000 to $2,499	160
h. $2,500 to $2,999	287
i. $3,000 to $3,999	380
j. $4,000 to $4,999	215
k. $5,000 to $7,499	131
l. $7,500 and over	65
Refused, no answer	948
Total	2, 473

E–1. Do you (or does your family) raise most of the food you use or do you (or your family) buy most of it?

(Asked of rural respondents)

	Number
Raise	329
Buy	151
Can't say	69
Total	549

[1] Before taxes.

E–2. Do you have any income from work off the farm not included in the above income?

(Asked of rural respondents)

	Number
Yes	71
No	334
No answer	144
Total	549

G. What was the last grade you completed in school?

	Number
0 to 4 years	151
5 years	87
6 years	122
7 years	141
8 years (through grade school)	504
9 years	146
10 years	176
11 years	125
12 years (through high school)	625
13 to 15 years	199
16 years (through college)	103
More than 16 years	20
No answer	74
Total	2, 473

H. In what country were your parents born?

	Number
United States	1, 705
One or both parents foreign born	768
Total	2, 473

I. Religion

	Number
Catholic	717
Protestant	1, 630
Jewish	91
No answer	35
Total	2, 473

J. Age of respondents

	Number
15 to 19 years	26
20 to 24 years	121
25 to 34 years	538
35 to 44 years	602
45 to 54 years	526
55 to 64 years	345
65 years and over	268
No answer	47
Total	2, 473

K. Color

	Number
White	2, 229
Negro	216
Other nonwhite	12
No answer	16
Total	2, 473

L. Locality

	Number
Farm, nonfarm:	
Farm	549
Nonfarm	1, 895
No answer	29
Total	2, 473
Size of city:	
500,000 and over	516
50,000 to 499,999	406
2,500 to 49,999	620
Under 2,500	931
Total	2, 473
Region:	
Northeast	685
North central	732
South	734
West	322
Total	2, 473

APPENDIX

DESCRIPTION OF SAMPLE AND INTERVIEW WORK

SAMPLE DESIGN

The sample was designed and the interviews were made by the firm of Alfred Politz Research, Inc., under contract with the United States Fish and Wildlife Service. This appendix was prepared by that firm and reviewed in the Fish and Wildlife Service. The sampling operation for the study was performed at three levels:

1. Selection of primary sampling units (metropolitan and nonmetropolitan counties).
2. Selection of clusters within each primary unit.
3. Selection of particular dwelling units within each cluster.

The probability with which each person was finally selected, therefore, ultimately depended on the separate probabilities of each of these three stages of sampling.

Selection of Primary Sampling Units

In the first stage of sampling, it was necessary to select a group of localities to represent all the localities in the United States. Prior to the actual selection, a definition was needed for the term "locality." In the case of large cities, such as New York, the location consisted of a combination of several counties, and was defined as a metropolitan area. In all other areas of the country, a location was defined as a regular county, i. e., the area confined in the political boundaries of a county.

All of the localities in the United States were grouped in 54 strata which were based on the following criteria:

a. Metropolitan areas and nonmetropolitan counties.

b. Geographic region.

c. Density of population.

d. Percent of persons engaged in agriculture.

e. Percent of homes with mechanical refrigeration.

f. Percent of women in the labor force.

The strata were set up in such a way as to combine in a group all localities that were similar on the basis of these criteria. At the same time, the strata were made approximately equal in terms of total population. In some cases, a stratum contained a single metropolitan area, because large metropolitan areas do not tend to be alike, or because such areas contained larger populations than were ordinarily assigned to a stratum. For each stratum, one primary sampling unit was selected with probability proportionate to its population, thus resulting in 54 primary sampling units.

The primary sampling units, by regions, for the metropolitan areas were as follows:

Northeast:
- Albany, N. Y.
- Binghamton, N. Y.
- Boston, Mass.
- Hartford, Conn.
- New York, N. Y.
- Philadelphia, Pa.
- Pittsburgh, Pa.
- Utica, N. Y.
- Worcester, Mass.

North central:
- Akron, Ohio
- Canton, Ohio
- Chicago, Ill.
- Cleveland, Ohio
- Detroit, Mich.
- Omaha, Nebr.
- St. Louis, Mo.

South:
- Baltimore, Md.
- Birmingham, Ala.
- Greensboro, N. C.
- New Orleans, La.
- Tampa, Fla.
- Washington, D. C.

West:
- Los Angeles, Calif.
- Portland, Oreg.
- San Francisco, Calif.

The primary sampling units, by regions, for the nonmetropolitan areas were as follows:

Northeast:
- Oswego, N. Y.
- Schuylkill, Pa.
- Sullivan, N. H.

North central:
- Carrol, Iowa
- Cass, Mich.
- Champaign, Ill.
- Crawford, Kans.
- Franklin, Ind.
- Lincoln, Wis.
- Mercer, Ohio
- Miami, Ohio
- Muskegon, Mich.
- Shelby, Ill.

South:
- Alamance, N. C.
- Anderson, S. C.
- Brunswick, N. C.
- Carter, Ky.
- Cotton, Okla.
- Greenbrier, W. Va.
- Harrison, Miss.
- Red River, Tex.
- Sevier, Tenn.
- Talladega, Ala.
- Terrill, Ga.
- Walker, Tex.
- Washington, Tex.

West:
- Graham, Ariz.
- Huerfano, Colo.
- Logan, Colo.

Selection of Clusters Within Primary Units

Within each primary sampling unit, clusters or groups of dwelling units were selected. The households to be interviewed were found in these dwelling units. The clusters were randomly selected within each primary sampling unit, with complete sampling of the dwelling units found in the clusters.

In general, urban clusters were selected from aerial photographs and, where recent photographs were not available, the selection was made from street maps. Rural area clusters were defined on public highway and transportation maps which show all roads, railroads, schools, churches, farm and nonfarm households, and the like. These clusters were organized to contain approximately an equal number of dwelling units, and selections were made with equal probability.

The number of clusters selected in the sampled counties varied from 3 to 12, depending on the characteristics of the county, especially the degree of urbanization.

Sampling clusters within metropolitan areas.—For the selected metropolitan areas, the population was divided between the central cities or cities included within the block statistics report and the surrounding suburban areas not included in the block statistics. The block-statistics areas were sampled by selecting single blocks or groups of blocks with probability proportionate to size. For suburban areas, the sampling operations were similar to those for nonmetropolitan counties.

Sampling clusters within nonmetropolitan counties.—The total number of interviews conducted in each county was in proportion to the population of the stratum from which the county was selected. Further stratification was employed within the counties for the selection of clusters. The types and levels of stratification depended on the characteristics of the selected county. In general, all cities, towns, and villages in the county were sampled separately and, in many instances, they were further stratified according to size. Before selecting rural clusters, geographic strata were defined. Stratification was carried as far as possible (i.e., to the point where only one cluster was selected from each rural stratum).

Selection of Dwelling Units Within Each Cluster

Interviewers were provided with a detailed map or an aerial photograph showing location of and road segments within each selected cluster, and clearly outlining its boundaries. Each open-country cluster was bounded by distinct landmarks which could be identified by the interviewer. In the cities, towns, and villages, interviewers were given map enlargements showing the names of the streets included within the clusters. Where street maps were unavailable, aerial photographs were sent to the interviewer on which the cluster boundaries were outlined. For each cluster, a starting point was selected at random and designated by a red X. Interviewers were instructed to begin at the starting point and to work in a randomly determined direction indicated by red arrows, calling at each household on the way until a fixed number of dwelling units had been visited. The same number of dwellings was assigned in each cluster. Therefore, the total number of interviews depended on the number of clusters allocated to the nonmetropolitan county or metropolitan area, with the result that the total number of dwelling units from each county or metropolitan area was in proportion to the number of dwelling units in the stratum from which the locality was selected.

NATURE OF THE SAMPLE

For a particular study, it is possible to adapt the sample design in such a manner as to achieve optimum efficiency. In the study of household-consumer preferences for fish and shellfish, it was not considered advisable to make the sample clusters too large; therefore, it was decided to include in each cluster a maximum of six dwelling units in which to obtain interviews. A maximum of six was set for the cluster size for the reason that on a

characteristic, such as food habits, there may exist a fairly high intracluster correlation. Allowing for six interviews per cluster means that 400 clusters would be required to obtain the desired 2,400 interviews, which was the maximum number for which funds were available. This presupposes that within each cluster, all six dwelling units selected for interview would be completed. In an actual survey operation, because of abandoned units, vacancies, respondent refusals, and the fact that some people are away from home for extended periods, it is impossible to obtain interviews in all dwelling units. Assuming that no interviews would be obtained in about one-fourth of the dwelling units, 560 clusters instead of 400 clusters were selected. In each cluster, six dwelling units were selected for interview. On completion of the survey, it was found that 4.4 households per cluster were actually interviewed. In some clusters, successful interviews were completed in all six of the dwelling units, while in others, only one or two interviews were completed.

CHARACTERISTICS OF INTERVIEWERS

The total number of interviewers was 96. Percentage distribution of these interviewers was as follows:

	Percent
Sex:	
Male	42
Female	58
Total	100
Age:	
Under 24 years	2
25 to 34 years	35
35 to 44 years	37
45 to 54 years	20
55 years and over	6
Total	100
Outside occupation:	
Interviewers with another occupation	54
Interviewers with no other occupation	46
Total	100
Educational level:	
Completed grade school	1
Completed 9 to 11 years	13
Completed high school	27
Completed 13 years or more	59
Total	100

INSTRUCTIONS TO INTERVIEWERS

In this section are reproductions of the questionnaire (in pocket on back cover) and the set of instructions given the interviewers at the time the survey was made. The instructions described in detail the various steps the interviewers were to follow in conducting the interviews.

PURPOSE OF THE STUDY

1. To determine the use of fish and shellfish among homemakers.
2. To determine homemaker's preferences in the purchase of frozen fish.
3. To associate the characteristics of households with their preferences and habits in regard to fish and shellfish.
4. To ascertain various aspects of the mail order frozen fish business from rural households.

GENERAL INSTRUCTIONS

1. You are to call on households in various sample locations in the exact manner as described in the section on "Where to Interview." A questionnaire must be filled out for *every* one of the six households that you call on. That is, as soon as you start interviewing at the first household indicated in point No. 4, of the location card you are to fill out the family name, address and so on * * *. When you send back your material for a location it should contain a questionnaire for each of the six assigned households even if some households refused to be interviewed or you were unable to find them at home after call back visits.

2. In each location you should get at least *5* completed interviews. You are allowed to make two call backs. In other words, you can call at each of the *six* households once and then go back and call at the households where you did not get an interview two more times. That makes a total of three calls that you are allowed at any one of these households. If after your three calls you cannot get an interview, do not attempt to go back any more.

On the first page of the questionnaire is a box with the title "Results of Calls at Household." When you first start interviewing, record under the first call whether the housewife was at home, or not at home, or she refused. In other words, if you obtain an interview from the housewife the first time you call, place an "X" in the column marked "first call." If you obtain the interview on the second or third call, do the same thing. The important thing to remember is that we want to have a record of each of the six households you called on and the results of each of the calls recorded on the questionnaire.

3. *When to Interview.* Start interviewing on this study at about four o'clock in the afternoon. According to our estimates that will give you enough time to finish the six households and start on the Drug Survey in that location. After you finish your calls on the Drug Study you may call on those households that you did not obtain a fish interview from in the afternoon. This will be your second call. If you still have not completed five out of your assigned six households go back another day for your final call.

4. *Whom to Interview:* You are to interview the female head of the house. If there is no housewife in a particular household, interview the person who does most of the shopping in that household. Please do not interview anyone else. Questions 3 and 4 will help you find the person in the household whom you should interview. These questions are asked to determine if the person you are interviewing does the cooking or shopping for the household. If the respondent answers "no" to *both* questions 3 and 4 discontinue the interview and try to get the person in that household who answers "yes" to either or both of these two questions.

5. *Definitions for this study: Shellfish* refers to shrimp, crabmeat, lobster, etc.

Fish refers to fish itself. That is, salmon, flounder, fluke, sole, etc.

Frozen fish or shellfish refers to that fish or shellfish that is *bought* frozen. It does *not* refer to fish bought fresh and then frozen by the respondent; or fish that the respondent catches and freezes in the frozen food compartment of the refrigerator.

If any of these terms are not clear to the respondent, use whatever explanation is necessary.

It is extremely important that the respondent has the same understanding of the terms *"fish"* and *"shellfish"* as explained in the above definitions.

GENERAL QUESTIONNAIRE INSTRUCTIONS

1. If the respondent gives an answer which is already listed on the questionnaire, simply place an *X* opposite that answer; if, however, the respondent gives an answer which is *not* listed on the questionnaire, write in that answer on the line opposite "Other;" or in those cases where the answer is the respondent's opinion about something, write it in on the lines left blank below the question.

2. In many questions the respondent's answer determines whether or not he is to be asked the following question. For example, if the answer to Question 1 is "at home" place an *X* on the line opposite

"at home" and then follow the directions printed directly below your *X*.

INSTRUCTIONS FOR EACH QUESTION

Question 1: No problem.

Question 2: Ask this question if the answer to Question 1 is "somewhere else."

IF THE ANSWER IS "LESS THAN ONCE A WEEK," DISCONTINUE THE INTERVIEW. DO NOT COUNT THIS AS A COMPLETED INTERVIEW.

Questions 3 and 4: If the respondent answers "no" to *both* these questions, discontinue the interview and try to get the person in the household who does either the cooking or the food buying for the household.

Questions 5–11: Read to the respondent the introductory sentence at the top of the page and then start at the arrow at the left-hand side of the page alongside Question 5. Along the left-hand margin different types of fish are mentioned: *frozen* shellfish, *fresh* shellfish, *canned* shellfish, *frozen* fish, *fresh* fish. Ask Column a *first* for each type. In other words, ask: "What about frozen shellfish, that is shrimp, lobster, crabmeat, etc., have you served it during the past year?" Then go to Question 6a: "How about fresh shellfish, have you served it during the past year?" Repeat this for canned shellfish, frozen fish, fresh fish, etc. You should have all the answers recorded in Column a before proceeding any further with this section. Now, go back and ask Columns b, c, d, etc. for *each* type that has a "yes" answer in Column a. For example, if the respondent served frozen shellfish during the past year, ask Question 5b: "When was the last time you served frozen shellfish?" Then ask Question 5c: "Is there any particular season that you serve it more often than other seasons?" Then go to Questions 5d, 5e, etc. After you have asked about frozen shellfish, ask about the next type that she has served in the past year. If there is a "yes" in Column 6a, then you ask Questions 6b, 6c, 6d, etc. Continue asking about each type that she has served in the past year ("yes" in Column a).

Column b: "When was the last time you served——?" In this space insert the type. That is, when you are asking about frozen shellfish, you say, "When was the last time you served *frozen shellfish*?"

Column c: No problem.

Column d: Ask if "yes" in Column c. Indicate whether it's three times per *week*, three times per *month*, etc.

Column e: No problem.

Column f: Again, you are to ask about type, that is, frozen shellfish, fresh shellfish, etc.

Column g: Same as column b and f; that is, ask about type.

Column h: We wish to know the *kind* they usually serve in that type. For example, 5h would be, "What is the kind usually served in the *frozen shellfish* group?" The answers might be shrimp, crabmeat, lobster, etc. The answers to 8h might be flounder, sole, etc.

ASK QUESTIONS 12–16 OF THOSE RESPONDENTS WHO SERVED SOME TYPE OF FISH, THAT IS, *ANY* "YES" IN COLUMN *a*. IF RESPONDENT DID NOT SERVE ANY TYPE OF FISH WITHIN THE PAST YEAR, GO TO "CLASSIFICATION DATA."

Question 12: No problem.

Question 13: Ask this question if the respondent answers either "fresh fish" or "frozen fish" in answer to Question 12. For example, if the respondent prefers fresh fish, ask, "What would you say is the main advantage of serving *fresh* fish?" Record verbatim the answer.

Question 14: No problem.

Question 15: Ask if "yes" to Question 14. Record the number of children under 15 years of age and the number of adults who will *not* eat frozen fish but *will* eat fresh fish.

Question 16: No problem.

Question 17: This question is asked only of those respondents who *did not* serve *frozen* fish in the past year, that is, a "No" in Question 8a.

Question 18: Ask this question only of those respondents who served *both fresh shellfish* and *frozen shellfish*, that is, a "Yes" in Questions 5a *and* 6a.

Question 19: Ask this question only of those respondents who served *both fresh fish* and *frozen fish*, that is, a "Yes" in 8a *and* 9a.

Questions 20–42: These questions are asked of those respondents who served frozen fish, that is, a "Yes" in Question 8a. It does not matter whether they have served any other type of fish, as long as they have served frozen fish. If the respondent answers "No" to 8a, do not ask these questions but skip to Question 43. Again, let us remind you that frozen fish refers to fish *bought* frozen. It does not refer to any type of fresh fish that was then frozen by the respondent.

Question 20: No problem.

Question 21: Check off the methods of cooking frozen fish that the respondent usually uses. If "Other," write in.

Question 22: No problem.

Question 23: Ask this question if the respondent answers "Changes" to Question 22.

Question 24: Ask this question and hand the respondent the picture of the different cuts of fish. [See fig. 2.] Each one is numbered and check off on the questionnaire the number corresponding to the cut, or cuts, of frozen fish she prefers.

Question 25: This question refers to the picture of the different cuts of fish used for the previous question. [See fig. 2.] Record the cut of frozen fish the respondent last bought.

Question 25a: Skinless refers to fillets *without* skin.

Question 26: We are interested in knowing if the respondent has tried *frozen fillet* of flounder or sole. It does not make any difference whether it is flounder or sole, as long as they have tried frozen fillet of these two fish.

Question 27: Ask if "Yes" to Question 26. Again the same thing applies. We are interested in knowing whether they have tried *east coast* or *west coast* fillet, not whether they have tried *sole* or *flounder*.

Question 28: Ask this question if respondent answers "Tried both" in answer to Question 27.

Question 29: Record the approximate amount in pounds that the respondent buys for each member of the family. The answer might be "⅓ of a pound, ½ pound, etc." Do not record "one slice," "two slices," "small piece," etc.

Questions 30 and 31: No problem.

Question 32: Ask this question if "Yes" to Question 31.

Question 33: Record verbatim the answers.

Question 34: This question refers to the packaging at the time the respondent *chose* it.

Question 35: Record verbatim the answers.

Question 36: No problem.

Question 37: Ask this question only if the answer to Question 36 is different than the answer to Question 34. Record verbatim the answer.

Question 38: If the answer to Question 34 is "Packed in a box" or the answer to Question 36 is "Packed in a box," ask this question.

Question 38a: If answer to Question 38 is "Certain kinds," ask this question and record the answer. The answers might be: flounder, sole, etc.

Question 38b: Record verbatim the answers.

Question 39: USE BLUE CARD. [See fig. 3.] Show the respondent the enclosed *blue* card for this question and place a check in the proper line for each statement on the list (weight of fish, nutritive value, kind of fish, etc.). Record whether the information on the package is enough, not enough, or they don't know. If the respondent volunteers the information that she is not interested in this particular statement, please check it off in the proper column.

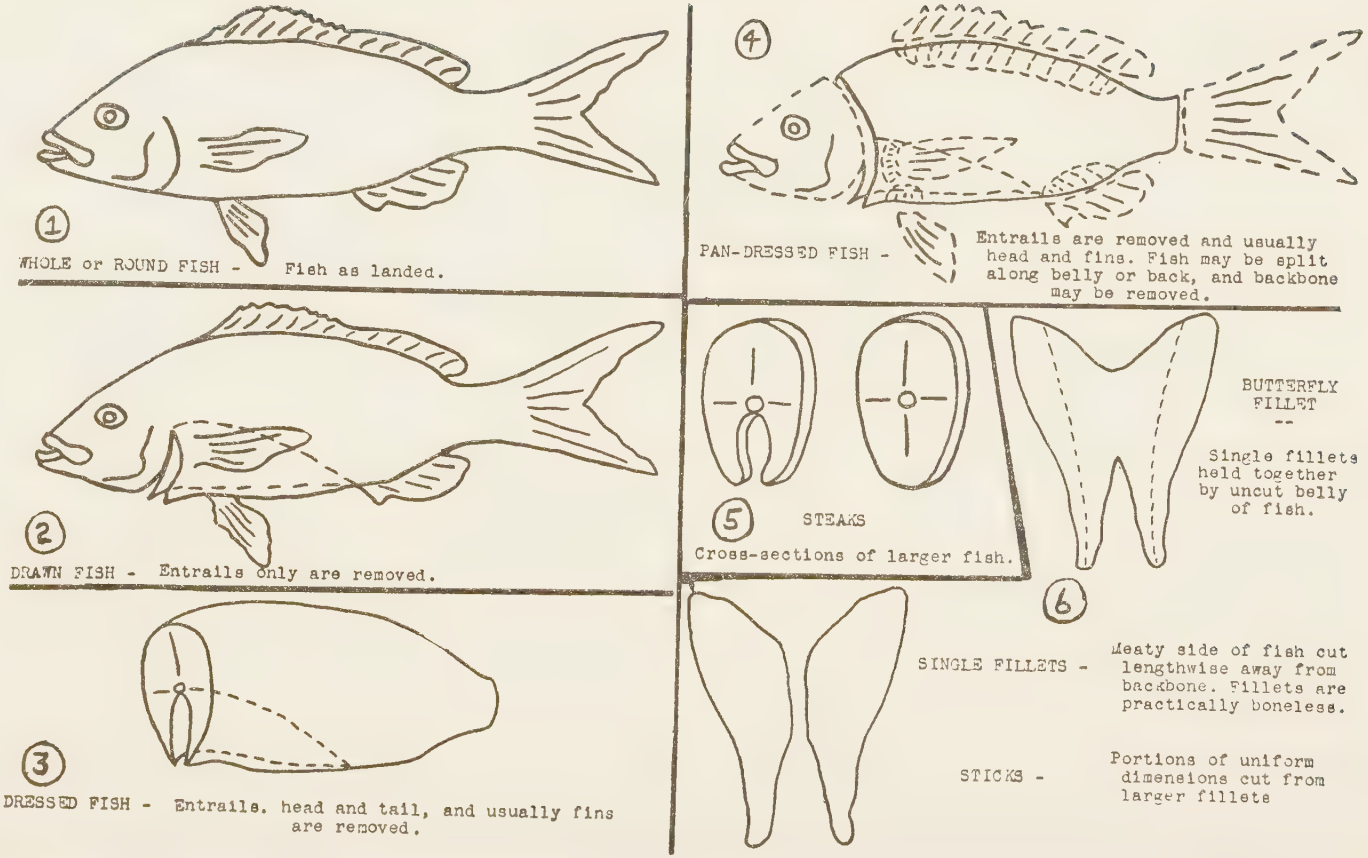
1
WHOLE or ROUND FISH - Fish as landed.
2
DRAWN FISH - Entrails only are removed.
3
DRESSED FISH - Entrails, head and tail, and usually fins are removed.
4
PAN-DRESSED FISH - Entrails are removed and usually head and fins. Fish may be split along belly or back, and backbone may be removed.
5
STEAKS
Cross-sections of larger fish.
6
BUTTERFLY FILLET -- Single fillets held together by uncut belly of fish.
SINGLE FILLETS - Meaty side of fish cut lengthwise away from backbone. Fillets are practically boneless.
STICKS - Portions of uniform dimensions cut from larger fillets

Figure 2.—Cuts of fish.

Questions 40 and 41: No problem.

Question 42: If respondent mentions "Other," write in the answer.

Questions 43 through 46: You are to ask these questions of respondents who serve either frozen fish or frozen shellfish, or both. Record the answers separately for each. For example, in Question 43, if the respondent has served frozen *shellfish*, ("yes" in 5a) ask "Do you prefer to buy ready-to-cook, or already cooked, frozen *shellfish*?" Then ask, "Have you bought frozen *shellfish* products that were already breaded?" Then ask, Questions 45 and 46 for *shellfish*. Then, if the respondent has served frozen fish ("yes" in 8a) go back to 43 and ask "Do you prefer to buy ready-to-cook, or already cooked, frozen fish?" Then go to Question 44 and so on.

Questions 47–51: ASK THESE QUESTIONS ONLY IN RURAL AREAS.

Questions 47 and 48: No problem.

Question 49: Record verbatim the answers to this question.

Question 50: Ask this question only of those respondents who answered "No" to Question 47.

Question 51: If the answer to Question 50 is "Not available," "No mail order here," or some such answer, ask this question and record.

Question 52: Ask this question of everyone—everyone who served *any* type of fish. Record by position in household.

CLASSIFICATION DATA

Question A—Record the total number of people living in the household. This includes roomers, boarders, etc.

Question B—Record the approximate age of each person and the position in the household.

Question B–1—Ask this question and record if not already listed.

Question B–2—If you record any answer to Question B under "boarders or roomers", then ask if these boarders or roomers eat in or out. Record the answer.

Question C—Record the *kind* of work the head of the household does as specifically as possible. We do not want to know *where* he or she works, but actually *what* he does—such as salesman, bookkeeper, truck driver, nurse, etc. If the respondent tells you he "works for the railroad," try to find out *what he actually does*—whether he sells railroad tickets, or is a conductor, etc.; particularly in case he "works in a factory" make every effort to find out as specifically as possible *what kind* of work he actually performs.

Question 39

Weight of fish

Nutritive value (Vitamins, etc.)

Whether it is raw or cooked

Kind of fish

Cut of fish

Recipes

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Job #171

Figure 3.—Question 39, "Blue card."

Question D—Hand the respondent the income card and record. [See fig. 4.]

Question E—No problem.

Ask Questions E–1 and E–2 if the respondent lives on a farm.

Question E–1—We are interested in finding out if the family raises most of the food they use, or if they buy most of it.

Question E–2—Record only whether the income from work for the farm is included in Question D, or if it is not included.

Question F—Notice that there are two ways to ask this question, depending on whether or not you think the respondent is still attending school.

If he has been out of school for a number of years and cannot remember the name of the school, write in "Don't know."

If the respondent last attended a school in a foreign country, record the name of the school and the country as well as you can get it.

Question G—This question refers only to the education obtained in public, private, or parochial schools, colleges, or universities. Education obtained at vocational schools is not considered unless the school is a part of the *regular school system*—is an accredited school. Do not include correspondence school work of any kind.

TOTAL FAMILY INCOME SELECTOR

Family Income

GROUP		
a.	Under $500 a year	or Under $10.00 a week
b.	$500 — 749 a year	or $10 — 14.50 a week
c.	750 — 999 a year	or 15 — 19.50 a week
d.	1000 — 1249 a year	or 20 — 24.50 a week
e.	1250 — 1499 a year	or 25 — 28.50 a week
f.	1500 — 1999 a year	or 29 — 37.50 a week
g.	2000 — 2499 a year	or 38 — 47.50 a week
h.	2500 — 2999 a year	or 48 — 57.50 a week
i.	3000 — 3999 a year	or 58 — 76.50 a week
j.	4000 — 4999 a year	or 77 — 95.50 a week
k.	5000 — 7499 a year	or 96 — 143.50 a week
l.	7500 & Over a year	or 144 or More a week

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Figure 4.—Total family income selector.

If a child has finished only half or part of the fifth grade, record that he has *completed* 0–4th grade. Record only the last grade which was fully *completed.*

If you are interviewing in a part of the country where children finish grade school at the end of the 7th year, record a graduate of grade school as "Finished grade school" (*not* "5th–7th grade").

In interviewing a foreigner who cannot tell you how many grades he completed in American terms, record his exact answer in the margin so that we can edit it into the right place later on.

Question H—If parents were born in two different countries, record the country of the *mother's* birth.

Question I—You are to *ask*, or *estimate*, religion.

This question must be asked, or estimated, because we believe that certain religious groups have different eating habits in regard to fish. The final survey must contain the answers to this question in order to present adequate results to our client.

Automatic Classification

Be sure to record the answer to questions J, K, L.

General Comments.—Please record, in the provided space any comment that the respondent might volunteer in regard to fish, shellfish, etc. . . .

Do not hesitate to ask the respondent extra questions if they seem necessary